

FOR IMMEDIATE RELEASE

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Tomax® Customers Upgrade to Retail.net® Version 5.3.2 New Transactional and Data Security Feature Offerings

SALT LAKE CITY, UT, April 19, 2007 – Tomax Corporation is pleased to announce the release of Retail.net version 5.3.2. The upgrade introduces several point of sale, advanced order and data security features.

New Retail.net functionality for point of sale transactions include the following:

- Phone card reversal support
- Visa and American Express gift card acceptance
- Cash back for debit functionality
- Debit only card acceptance
- Cash back for EBT transaction support
- Signature capture support

In addition to new transaction-based functionality, Retail.net 5.3.2 also introduces the capability for separate legal entities and store operators, such as those operating within an independent or franchise business model, to exist within a single database without compromising data security. This capability has the capacity to drive down IT setup and maintenance costs for smaller operators functioning within these business model types.

“This new release of Retail.net further signifies the Tomax belief that retailers of all sizes and operating under all business models can adopt cutting edge information technology to support their business processes,” said Eric Olafson, Tomax CEO, “We are excited to provide multiple and synergistic options, such as the new 5.3.2 features and our open source strategy, to drive down IT costs for retailers without sacrificing functionality.”

About Tomax

Tomax is the leading provider of real-time merchandising and store execution applications and services. The Tomax Retail.net suite helps retailers connect the dots across the demand-driven retail continuum, integrating people and processes, and providing timely, relevant, actionable information to improve retail results. Tomax has served retailers exclusively for more than 20 years, delivering Merchandise Planning, In-Season Merchandising, Merchandise Management, Workforce Management, Store Operations and Customer Management solutions, and implementation and application hosting services. The Tomax customer base includes over 100 branded retailers including Air Terminal Gifts, The Andersons, ALCO Stores, Coach House Gifts, EZ Lube, Kelly-Moore Paints, Pamida, Party City, Raley's Supermarkets, ShopRite, Snyders Drug Stores, Sportsman's Warehouse, Trader Joe's, Travel Traders, Winn Dixie, and 24 Hour Fitness. For more information visit www.tomax.com.

Forward Looking Statements

Forward looking statements contained in this press release are made under the Safe Harbor Provision of the Private Securities Litigation Reform Act of 1995. Any such statements are subject to risks and uncertainties that could cause actual results to differ materially from the anticipated.