

FOR IMMEDIATE RELEASE

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Tomax Retail.net Provides Retailers with the Right Tools to Promote Customer Loyalty

Capabilities include Data Tracking and Rewards Programs

SALT LAKE CITY, UT, April 23, 2007 – Tomax Corporation announced the addition of tools to enhance customer loyalty to its solution suite. Customer Loyalty, Tomax' latest evolved offering, is an add-on module to enhance its point of sale solution, including customer-specific pricing and promotions, account types, customer data collection and incentive and rewards functionality. Additionally, the Customer Loyalty module can interface with retailers' existing customer relationship management systems.

For years, Tomax has enabled its retail customers to track customer data and demographics at the point of sale. New functionality includes a variety of features to provide retailers with the means to maintain customer loyalty to the brand and store.

"Enticing loyal customers can take on many forms. Recent additions to the Customer Loyalty module provides the retailer with extensive data on customer transactions while providing the retailer's customers with rewards and incentives," said Andrew Lawrence, Product Manager at Tomax.

Eric Olafson, Tomax CEO added, "The Tomax solution suite, coined 'The Demand Driven Retail Continuum', starts with consumer demand – where customers provide positive or negative feedback to the retailer, symbolized by the purchase at the point of sale. Retailers must develop a process for collecting customer data and strategically use that information to create flexible loyalty programs to entice customer traffic and conversion. The Customer Loyalty module, powered by Retail.net, accomplishes this goal.

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.