

FOR IMMEDIATE RELEASE

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Andronico's Market Completes Rollout of Tomax® Retail.net® Solutions

Acclaimed Bay Area Supermarket Operator Seeks to Improve Customer Service and Efficiency

CHICAGO, IL, May 4, 2007 – [Tomax](#) is pleased to announce the successful implementation of Tomax Retail.net at Andronico's, a 78-year old family-owned premium grocery market, located in the San Francisco Bay area. The [Retail.net solution](#) implemented at Andronico's includes [customer management](#) functions, including point of sale and an integrated ISD debit/credit payment solution. Future implementation phases of the Retail.net solution will include store operations, merchandising and advanced price management.

"We have made a significant investment in technology to improve our management of information from point of sale back to operations and buying/merchandising. In order to operate successfully in the highly competitive retail food industry, finding a technology solution that allows us to be more customer-focused was vitally important," said Bill Andronico, CEO of Andronico's.

"We are proud of our association with Andronico's," said Eric Olafson, Tomax CEO. "Retail.net helps them connect the dots between people and processes, increasing service levels and customer loyalty.

About Andronico's

Andronico's Market is one of the leading independent specialty supermarket retailers in the San Francisco Bay Area. The company has a 78-year history of providing customers with only the freshest, top quality perishables and grocery items. Known nationwide as a leader in the industry, Andronico's Markets feature a full selection of competitively priced everyday grocery items in addition to offering specialty items from around the world as well as natural and organic alternatives.

About ISD

ISD Corporation is a leading provider of payment management software. For over 20 years ISD has been delivering on its mission to provide best-of-breed software solutions that minimize merchant payment acceptance costs and drive incremental revenue. As a result of its singular focus on the merchant payments market, ISD has built a base of more than 160 brand name customers across several market segments, including general and specialty retail, grocery, petroleum and hospitality – all of whom have chosen to trust ISD with mission critical transaction processes solutions. www.isdcorporation.com

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.