

**FOR IMMEDIATE RELEASE**

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## **Tomax® Offers Workforce Management Solutions in SaaS Model**

**Software as a Service Model Enables Smaller Retailers to Adopt Cutting Edge Labor Forecasting, Scheduling and Time and Attendance Solution**

**CHICAGO, IL, May 6, 2007** – Tomax is pleased to announce that it has signed an agreement with Associated Wholesalers, Inc. (AWI) regarding the Tomax [Workforce Management solution](#). Under terms of the agreement, AWI members can access the Tomax Workforce Management solution online, including labor forecasting, scheduling and time and attendance. AWI is a cooperative food distributor based in Robesonia, Pennsylvania servicing approximately 1,100 supermarkets and convenience stores in the Northeast.

Tomax continues to add value to the retail industry by providing lower cost alternatives that enable smaller retailers to adopt cutting edge retail management solutions. The Tomax offering to AWI members is based upon the 'Software as a Service' (SaaS) model, a pay-as-you-go model that allows businesses to obtain the same advantages enjoyed by their larger competitors.

"Our workforce management customers include some of the biggest supermarket chains in the country. Many realize payroll savings of ten percent while simultaneously improving customer service. It is exciting to now make the same solution available to independent supermarket operators in a cost and delivery model they can afford." said Steve Klingler, Vice President of Sales at Tomax. "This offering is the result of more than 20 years experience in the labor management software business and 6 years of experience as a hosted services provider, and is made possible by recent advancements in open source software platforms."

AWI Director of Retail Systems, Corey Quiring, said, "The Tomax offering represents a great opportunity for our independent retailers to utilize sophisticated labor solutions. Workforce Management, based on the SaaS-model, will allow our members to refine and optimize labor processes and achieve a quick return on investment."

### **About AWI**

Associated Wholesalers, Inc. is a cooperative food distributor that provides superior customer service by providing retail distribution programs that meet the needs of its independent retail owners. AWI is owned by 500 independent retailers and provides services and programs to approximately 1,100 supermarkets and convenience stores in the Northeast United States. These programs include logistics services, store development, category management, retail technology systems, and risk management. Many of AWI's support services are fee-based and offered through the cooperative on a not-for-profit basis. This cooperative business model offers AWI's retail members the lowest possible cost of goods with the retail support service of a chain.

### **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](http://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.