

FOR IMMEDIATE RELEASE

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**Ratner Companies Performs Successful Rollout of
Tomax® Retail.net®
Hosted Software Solution Supports All Salon Functions**

SALT LAKE CITY, UT, May 14, 2007 – [Tomax Corporation](#) is pleased to announce it is nearing completion of the Retail.net rollout to over 900 salons owned by Ratner Companies, operating under the brand names Hair Cuttery, BUBBLES, Salon Cielo & Spa, ColorWorks and Salon Plaza.

[Ratner Companies](#) is a salon industry leader and innovator, and partnered early with Tomax on the development of special capabilities to support its salon operations. The Retail.net solution manages all facets of salon management, from handling client data, booking appointments, completing sales transactions and controlling inventory.

Retail.net is a unique solution for the professional salon industry. Applications and data are centralized in the salons, connected via wide-area network, which facilitates real-time transaction management and information collection. The result is an integrated, online solution that supports the demand-driven retail continuum from merchandising through store execution and workforce management.

"It is very difficult to introduce advanced technology into the salon environment, so we rely on the centralized approach of Retail.net to deliver comprehensive applications for our users", says Dennis Ratner, founder and CEO of Ratner. "With Retail.net in place, we intend to capitalize on real-time information and new features to provide extraordinary service and value to our customers and Salon Associates".

About Ratner Companies

Privately-held Ratner Companies operates Hair Cuttery (company-owned and franchised), Hair Cuttery UK, BUBBLES, Salon Cielo and Spa, ColorWorks, and Salon Plaza. With nearly 1,000 salons, Ratner Companies supports more than 12,000 Stylists across 16 states and the United Kingdom.

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.