

**FOR IMMEDIATE RELEASE**

**Contact:**

Joanna Kennedy  
Tomax Corporation  
(801) 924-6339  
info@tomax.com

**Tomax® Retail.net Enhances Customer Loyalty at Farmacias El Amal  
Retailer Observes High Overall Market Penetration Plus Increased Customer Retention**

**SALT LAKE CITY, UT, June 4, 2007** – Farmacias El Amal, a 60-store chain drug retailer in Puerto Rico, uses the [Tomax®](#) Customer Loyalty solution, powered by Retail.net®, to attract and retain a loyal customer base. The retailer's Pasaporte a la Salud program (PAS), supported by Tomax Customer Loyalty, provides its members with special promotions, pricing, discounting, rewards and incentives. Additionally, Customer Loyalty enables El Amal to track customer behavior at the point of sale.

Customers are responding positively to the PAS program. Overall, a member of the PAS program transaction amount is approximately 45% larger than non-loyal customers. Moreover, loyal customers visit the store and make a purchase about 35% more than non-loyal customers.

"The flexibility inherent in the Tomax solution enables us to alter the rules associated with the PAS program in real-time to meet the fluctuating demands of our customers," said El Amal CIO Sultan Yassin. "Further, we have the capacity to determine the success rates of our loyalty offering with point of sale data capture and adjust our loyalty offerings accordingly."

Eric Olafson, Tomax CEO, commented, "A retailer has to perfect many processes in order to survive the competitive space – this involves having the desired prices, promotions and merchandise available to the customer at the right place and time. The Tomax solution suite – in addition to the Customer Loyalty module, pulls customer data to augment business strategies and provides support for flawless business execution.

**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.