

FOR IMMEDIATE RELEASE

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Tomax® Supports EnterpriseDB for Retail.net® Workforce Management Solution

Open Source-Based Database Lowers Costs, Expands Markets for Retail Industry Leader

SALT LAKE CITY and ISELIN, N.J., Jul. 17, 2007 — [Tomax®](#), the leading provider of real-time merchandising and store execution applications and services, and [EnterpriseDB](#), the Oracle-compatible database company, announced today that Tomax will support EnterpriseDB Advanced Server for the Tomax Retail.net® Workforce Management solution. EnterpriseDB Advanced Server is an enterprise-class relational database management system (RDBMS) that runs applications written for Oracle databases with little or no modification. Built on the open source database PostgreSQL, EnterpriseDB enables Tomax to offer a low-cost yet powerful solution to its customers.

Tomax' Retail.net is an integrated, yet modular solution for real-time retail management. This single, modular solution assists in the facilitation and optimization of business processes surrounding merchandise planning, in-season merchandising, merchandise management, workforce management, store operations, customer management and portals, workflow and activity management.

Tomax chose to support EnterpriseDB because of its demonstrated performance, scalability and reliability expected in Tomax' mission-critical customer deployments, and its ability to run applications written for Oracle databases with little or no modification. Further, EnterpriseDB's suite of professional-grade tools could be easily leveraged by Tomax' existing Oracle developers and DBAs without retraining. EnterpriseDB also offered the 24x7 service and cross-platform support Tomax required for its mission-critical solution.

"EnterpriseDB allows us to bring the benefits of open source to all our customers, large and small, without sacrificing the quality or performance of our retail management solution," said Eric Olafson, chief executive officer, Tomax. "We are also extremely pleased with the outstanding technical support provided by EnterpriseDB. Thousands of smaller, retailer-owned food distributors and grocers now have an affordable way to realize the same labor cost savings and competitive advantage enjoyed by their larger rivals."

"EnterpriseDB is the database platform of choice for the next generation of ISV solutions," said Andy Astor, chief executive officer, EnterpriseDB. "We offer a compelling alternative that significantly lowers costs and expands market opportunities."

About EnterpriseDB

EnterpriseDB develops and supports EnterpriseDB Advanced Server, the world's leading Oracle-compatible [relational database management system \(RDBMS\)](#). EnterpriseDB Advanced Server runs most applications written for Oracle unchanged and at a small fraction of Oracle's cost. Built on PostgreSQL, the world's most advanced [open source database](#), EnterpriseDB Advanced Server has the reliability and scalability necessary for high-volume, mission-critical enterprise use. EnterpriseDB has offices throughout the world, including in North America, Europe, and Asia. The company also provides [PostgreSQL support](#) and is the world's leading provider of

enterprise-class, PostgreSQL-based products and services. EnterpriseDB was founded in March 2004 and is headquartered in Iselin, N.J. For more information about EnterpriseDB and free downloads of EnterpriseDB Advanced Server, please contact +1-732-331-1300 or visit www.enterprisedb.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.