

**FOR IMMEDIATE RELEASE**

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**Retail.net® A Critical Component of Longo's  
ECommerce Success  
Comprehensive Solution Provides Seamless Integration between Store and  
Website Environments**

**SALT LAKE CITY, UT, July 18, 2007** – Longo Brothers Fruit Markets, a supermarket chain in Canada which owns and operates Canada's leading online grocer GroceryGateway.com, uses the Tomax® Retail.net® solution, to seamlessly integrate its multiple sales channels. Retail.net supports all of Longo's order fulfillment requirements and inventory control functions. Each night, store associates are able to pick orders via handheld devices and are capable of fulfilling multiple orders simultaneously. The single set of data contained within Retail.net and shared across sales channels enables Longo's to identify true item availability and allows users to make substitutions in the event of an out of stock.

Retail online sales are growing in general at an extraordinary rate and do not appear to be approaching a decrease in growth in the near future. Acknowledging the major opportunity in online retail, Longo's acquired GroceryGateway in August 2004.

"Tomax provides us with a robust back-end solution to support our brick and click strategy," said John Charleson, Director of IT and Supply Chain at Longo's, "Our exploitation of Retail.net as a comprehensive solution has only just begun – we have discovered great functionality in the order fulfillment capabilities and look forward to realizing additional advantages in real time inventory visibility, customer loyalty and in-store fulfillment features."

Steve Shubella, Vice President of Services at Tomax, included, "We are pleased with the role of Retail.net in Longo's multi-channel strategy. Less than half of all retailers with an online presence possess seamless integration between stores and website – we feel that this is now a requisite to successfully build customer loyalty and consistent branding across the enterprise."

**About Longos**

Longo Brothers Fruit Markets Inc. (Longo's) is a family owned business established in 1956 when the store was first located on Yonge Street and Castlefield, in Toronto. The first location was no more than 2,000 square feet and eight family members comprised the staff. To this day, fifteen stores later, members of the Longo family still go to the Ontario Food Terminal six days a week to purchase the produce offered in stores. To bring the Longo's experience to the doorsteps of customers across the Greater Toronto Area, Longo's also owns

**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.