

FOR IMMEDIATE RELEASE

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Tomax® Introduces Retail.net® Version 5.3.3

Delivering Additional Value to Franchises and Independent Business Models

SALT LAKE CITY, UT, September 20, 2007 – Tomax Corporation is pleased to announce the release of Retail.net version 5.3.3, introducing multiple value-added features, including enhanced database-sharing capabilities to enhance data security while decreasing setup and maintenance costs for retailers operating in franchise or corporate/independent dealer business models.

This improved functionality enables smaller operators within a franchise or independent dealer network to operate within a single data schema without security compromise. This feature supplements the already existing Retail.net functionality that enables company headquarters or franchisor to send data securely across the enterprise without need for replication. As a result, IT costs are substantially reduced for database setup and maintenance for smaller operators.

“Due to security and cost barriers, franchises and independent retail business models have a difficult time adopting cutting-edge technology to automate processes and enable them to focus on what’s important: the customer,” said Eric Olafson, Tomax CEO. “We are excited to continue to provide these unique business operators with the latest and greatest functionality to help them run their daily operations and realize better business outcomes – while reducing IT costs with new functionality in Retail.net 5.3.3 and our open source strategy.”

Additional functionality inherent in the new release includes improved functionality enabling stores to accept merchandise via advanced shipping notice. Advanced shipping notice enables retailers to drive down labor costs and increase productivity associated with receiving tasks.

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.