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Retail 2.0 Solutions Focused on Business Value Unveiled at Visibility 2007

**Demand Forecasting Solution , Portal, Workflow, Activity Management, and Retail Analytics
Solutions Presented at Tomax' Annual User Conference**

SALT LAKE CITY, UT, September 24, 2007 – Tomax Corporation presented a range of new solutions across the Retail.net Demand-Driven Retail Continuum at its annual user conference September 19-21, 2007 at the Canyons Resort in Park City, Utah. These new solutions fit the mold of a new generation of Retail 2.0 applications that feature superior cost, speed and predictability characteristics in comparison to traditional technology solutions and architectures -- supporting retailer needs for improved sales, gross margin, inventory and workforce performance.

New and updated Retail.net solutions on the demand-side included:

- Demand Forecasting
- Portal/Workflow/Activity Management
- Retail Analytics
- Merchandise Planning
- Revenue Management (including Promotional Management, Rules-based Pricing, and Optimization)
- Replenishment
- Allocation

Critical to all of these solutions, Tomax introduced a new approach to demand forecasting, including the unveiling of a product based on J2EE architecture considering multiple forecast drivers, such as history, trend, seasonality, price elasticity, promotional lift and other promotional factors like ad placement and ad vehicles. In addition, Tomax emphasized the emphasis on merchant visibility and transparency to the underlying forecasting process -- an important departure from the era of "black box" forecasting technologies.

Other solutions included Tomax' Portals, Workflow and Activity Management solutions and Retail Analytics, Tomax' new Business Intelligence application. These were particularly well received on the basis of their rapid implementation capabilities -- and in the case of Retail Analytics, the ability to displace complex and callously data warehousing technologies, Star schemas, and aggregations, allowing retailers to essentially Google-ize their data on demand.

In addition, the Tomax Visibility Conference featured case studies demonstrating remarkable business benefits, both tangible and intangible, and evidencing the Retail.net solutions' potential for deployment in weeks, not months, were well received by conference attendees.

"We are pleased with the overwhelming and positive reaction from our customer community," said Kathryn Murphy, VP of Product Management. "The Retail.net solutions featured, especially Demand Forecasting and Portals, Workflow and Activity Management, were very well received, and in particular, our emphasis on connecting with the business and driving value with rapid implementation, flexibility, and the ability to achieve on project budgets was a major factor."

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.