

FOR IMMEDIATE RELEASE

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Zurchers Begins Tomax® Retail.net® Implementation

Regional Party and Specialty Retailer to Deploy Retail.net Solutions for Store Operations, Customer Management and Real-Time Reporting

SALT LAKE CITY, UT, October 30, 2007 – [Tomax Corporation](#) is pleased to announce Zurcher Merchandise Company's selection of Tomax' Retail.net solution to support the seven-store party chain concentrated in the Western United States.

Based on agreements reached this week, Tomax and Zurchers will work together on the initial implementation of core merchandising, store operations, point-of-sale and portals, workflow and activity management solutions immediately. These solutions will be delivered to Zurchers via Tomax' hosting model.

"We selected Tomax and Retail.net because of the provider's extensive experience in the party goods retail sector," said Bob Zurcher, CEO for Zurchers. "Additionally, we look forward to lower lifecycle IT management costs and rapid implementation capabilities and scalability afforded by a hosted centrally-managed solution which will support our company as we continue to grow."

With Retail.net, Zurchers will eliminate in-store servers, driving applications over the wide area network. The streamlined configuration features very high-performance point-of-sale operations and resilience against network inconsistencies. In addition, this architecture reduces implementation efforts, timelines and costs while delivering real-time information centrally to operations and merchandising staff. As well, the new solutions provide robust, perpetual inventory control, receiving, in-store merchandising and extensive RF-based handheld applications.

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.