

FOR IMMEDIATE RELEASE

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EZ Lube Goes Live with Tomax® Retail.net® **Retail Software Guides Quick Lube Provider's Workflow Processes from** **Initial Greet to Point-of-Sale**

SALT LAKE CITY, UT, November 6, 2007 – [Tomax Corporation](#) is pleased to announce the go-live of Tomax Retail.net and Customer Experience Architecture Solution (CXA) at EZ Lube on December 1, 2007. This go-live comes shortly after EZ Lube's initial pilot on October 15, 2007.

This solution, featuring flexible workflow capabilities, enables EZ Lube to control its high touch customer experience in the multi-step interaction between the company's associates and the customer. Moreover, data is centrally managed to enable EZ Lube to provide its customer base with a single, cohesive experience across all stores in the 84-store chain in California and Arizona.

"For years, technology providers and retailers have been focused on the process surrounding settlement, where the associate tenders the customer purchase," commented Eric Olafson, Tomax CEO. "We consider EZ Lube a thought leader among the industry due to management's recognition that IT solutions should aid associates through the entire selling process – whenever the associate interacts with the consumer."

Perry Spiropoulos, EZ Lube CIO, added, "We anticipate this collaborative effort with Tomax to further augment the Customer Experience Architecture will give rise to a new era of retail software solutions. As service providers, we understand the strong positive correlation between our success and customer service. I anticipate that this solution will enable other retailers to achieve new levels of customer loyalty, by managing the entire selling process."

About EZ Lube

EZ Lube offers a wide spectrum of preventative maintenance including oil changes, transmission service, radiator service and tire rotation. EZ Lube currently serves thousands of customers everyday and over one million cars each year at its 84 EZ Lube Service Centers in California and Arizona. In 2003, Oil and Lube News, the industry's most respected publication, selected EZ Lube as the National Fast Lube Operators of the Year. EZ Lube Corporate offices are located at 3506 W. Lake Center Dr., Suite B, Santa Ana, CA 92704.

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.