

**FOR IMMEDIATE RELEASE**

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## **Air Terminal Gifts Goes Live with Retail.net™ Inventory Management Software**

### **Inventory Optimization Tool Drives Improved Retail Forecasting and Replenishment**

SALT LAKE CITY, UT, September 9, 2008 – [Tomax Corporation](#) is pleased to announce the go-live of [Retail.net Demand Forecasting](#) and Inventory Management at Air Terminal Gifts (ATG), a 16-store specialty airport retail chain.

[Retail.net Inventory Management](#) is a multi-echelon forecasting and replenishment system creating projections and recommendations at the site/SKU level. Managing inventory at this level of granularity may seem overwhelming, but Retail.net Inventory Management enables management by exception with the provision of intuitive alerts and integration with any merchandise execution system.

Retail.net Inventory Management is seamlessly integrated with Retail.net Merchandise Management at ATG. As a result, Merchandise Management feeds Inventory Management with realtime product data including sales history, pricing and quantities – from which a dynamic, 52 week forecast is created (using variable considerations such as price, promotional lift, seasonality, history, etc.), and used, along with defined constraints (e.g., safety stock, receiving schedules, etc.) to generate an optimized replenishment schedule. The calculated orders are delivered automatically to Retail.net Merchandise Management, which finalizes and transmits purchase orders.

“ATG is a longtime, valued Tomax customer,” said Eric Olafson, Tomax CEO. “ATG has embraced the Tomax strategic offering – connecting the dots between marketing and merchandising through store operations with a single, integrated solution. This is evident in their adoption first of store execution systems on a single platform, then catapulting into strategic opportunities like Retail.net Inventory Management and [Merchandise Planning](#) to really move the needle and improve bottom-line results.”

#### **About Tomax**

Tomax is the leading provider of realtime 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 and 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. For more information, please visit <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.