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Airport Wireless To Begin Tomax[®] Retail.net[®] Implementation

Airport Retailer to Deploy Retail.net Solutions to Accommodate Aggressive Growth Strategy

SALT LAKE CITY, UT February 25, 2008 – [Tomax Corporation](#) is pleased to announce Airport Wireless' selection of Tomax' Retail.net solution to support the rapidly growing 32-store airport retail chain.

Based on agreements reached this week, Tomax and Airport Wireless will work together on the initial implementation of [core merchandising](#), [store operations](#) and [point-of-sale](#) solutions. Additional Tomax solutions to be implemented include Tomax Portals, Workflow and Activity Management and Retail Analytics to deliver timely, relevant and actionable information across the business to enable better decision-making and ensure process optimization.

"After extensive evaluation of the leading solutions available to retailers today, we selected Tomax and Retail.net," said Ilene Berman, Airport Wireless CO-CEO. "This hosted, centrally-managed solution will support our aggressive growth strategy with rapid implementation capabilities as well as reducing lifecycle IT management costs. The offering was substantially different than its competitors, in that Tomax is able to deliver feature-rich, proven solutions at a lower cost than other vendors while still providing a platform to enable rapid store growth."

Additional benefits expected from the Retail.net implementation include improved inventory management with full perpetual inventory, accurate sales reporting, a single integrated customer record, and real-time visibility to sales and inventory chain-wide.

"Airport Wireless is well known for their exceptional customer service and unique assortment of high technology products that appeal to busy traveling executives," said Steve Klingler, Tomax SVP. "We are proud to welcome them to the Tomax family of hosted retail chains and we look forward to rolling out the next generation of retail technology to their Airport Wireless and TechShowcase stores all across the country."

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, email info@tomax.com.

About Airport Wireless

In 1996, the principals of Airport Wireless opened The Cellular Shop, a cellular telephone and accessory store in Bryn Mawr, Pennsylvania. The next year, Airport Wireless began selling wireless phones and accessories from a small merchandise cart in Terminal B of the Philadelphia International Airport followed in 1998 by locations in Philadelphia, Cleveland-Hopkins and Newark Liberty International Airports. In 2003, Airport Wireless signed an exclusive agreement to operate Palm's airport locations. Airport Wireless has since become a successful retailer with large in-line stores. Currently, there are 32 Airport Wireless stores and now TechShowcase (the group's latest and most innovative high-technology concept) locations serving travelers in major airports around the country. Airport Wireless is a WDBE, or Woman's Disadvantaged Business Enterprise. Visit www.airportwireless.com and www.techshowcase.com for more information.

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