

**FOR IMMEDIATE RELEASE**

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## **Design Within Reach Selects Tomax Retail.net as Platform for Multichannel Operations**

### **Leading Category Retailer Partners with Tomax to Enhance Cross-Channel Customer Experience**

SALT LAKE CITY, UT, June 3, 2008 – [Tomax Corporation](#) is pleased to announce the selection of its [Retail.net solution offering](#) as a strategic platform by Design Within Reach (DWR). This platform will support DWR's cross-channel operations including web, call center, design studios and future retail storefronts.

DWR is the leading purveyor of iconic, modern furniture and accessories. Following a successful web-driven introduction several years ago, DWR has leapt to a leadership position and has since introduced their successful "design studio" concept enabling consumers direct access to these exciting, modern products. Today, 68 design studios exist and will be joined soon by a compelling new storefront concept featuring modern lifestyle accessories, called "Design Within Reach Tools For Living".

"Tomax understood the vision of our brand, which dictates the requirement for an extraordinary customer experience and the need to provide a streamlined, elegant process to support our clientele in the store, online and through the catalog. Retail.net provides the flexibility and the single foundation we need for our operations going forward," said Ray Brunner, DWR CEO.

"DWR is synonymous with the very best of art, architecture and design – in the furniture and accessories category," said Eric Olafson, Tomax CEO. "We're exceptionally pleased to be partnered with such an innovative retailer."

#### **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.