

FOR IMMEDIATE RELEASE

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Design Within Reach Goes Live With Tomax[®] Retail.net[™] Solutions

SALT LAKE CITY, UT, October 28, 2008 – [Tomax Corporation](#) is pleased to announce the go-live of [Tomax' Retail.net[™]](#) solution at [Design Within Reach](#). Design Within Reach is a multi-channel retailer offering modern furniture and furnishings across multiple banners, including “DWR: Tools for Living.” Design Within Reach operates 68 studios and two pilot stores under the DWR: Tools for Living banner.

The Retail.net Customer Experience Architecture solution enables Design Within Reach to streamline processes to support in-store, online and catalog clients. This go-live comes shortly after Design Within Reach's selection of Tomax Retail.net to support their client service, cash management and inventory processes.

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.

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.