

FOR IMMEDIATE RELEASE

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Hallmark Canada Selects Tomax[®] Retail.net[™] Solutions

SALT LAKE CITY, UT, November 18, 2008 – [Tomax Corporation](#) is pleased to announce a new relationship with Hallmark Canada for the implementation of the [Tomax[®] Retail.net[™] solutions](#) for core merchandising, store operations and customer management, including point-of-sale.

This software will be deployed throughout Hallmark Canada's network of corporate stores and will also be made available to its independent retailer community. Under the agreement, Tomax will provide hosting services for the Retail.net solutions, effectively providing managed application and IT services for the combined organization. This provides a cost-effective method by which independent retailers and corporate stores can take advantage of robust retail functionality.

"We are excited to provide our retailers with best-in-class retail application services from Tomax. These tools will provide the wherewithal for our retailers to compete more effectively, and most importantly, provide higher levels of service," said Chris Kelly, Hallmark Canada General Manager.

"We are extremely pleased to expand our relationship with the Hallmark community with this new agreement with Hallmark Canada," said Eric Olafson, Tomax CEO. "We look forward to providing hosting services and our Retail.net solutions in Canada."

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 Hallmark Canada

Hallmark Cards, Inc. is the world's largest manufacturer of greeting cards and other personal expression products. Hallmark was founded by Joyce C. Hall in 1910 and currently employs more than 740 artists, designers, stylists, photographers, writers and editors, who develop nearly 20,000 products each year. Hallmark Canada is the industry leader in the marketplace, offering cards for a variety of markets. The company's products are sold through a number of retail locations including over 250 Gold Crown stores as well as select grocery stores, drug stores, mass-merchandisers and discount stores. In Canada, Hallmark's headquarters are in North York, Ontario.

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.