

FOR IMMEDIATE RELEASE

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**Les Schwab Selects Tomax[®] Retail.net[™] Solution
Customer Experience Management Key to the Selection Process**

SALT LAKE CITY, UT, July 30, 2008 – [Tomax Corporation](#) is pleased to announce that its Retail.net[™] and Customer Experience Architecture (CXA) solutions have been selected by Les Schwab, a leading tire and automotive service retailer operating over 400 locations in the western United States.

Following a rigorous selection competition, the Tomax solutions were selected and implementation is underway.

"We are excited about our association with this esteemed company, known for their legendary commitment to customer service. Les Schwab found in Retail.net and CXA the flexibility and adaptability to meet their unique customer service requirements", says Eric Olafson, CEO for Tomax.

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.