

FOR IMMEDIATE RELEASE

Contact:

Joanna Kennedy
Tomax Corporation
(801) 924-6339
jkennedy@tomax.com

**Mud Bay Completes Tomax[®] Retail.net[™] Solution
Implementation
Pet Supply Retailer Deploys Solutions for Store Operations and Java Point-
of-Sale**

SALT LAKE CITY, UT, July 15, 2008 – [Tomax Corporation](#) is pleased to announce Mud Bay's go-live of Tomax' Retail.net[™] solution to support the 14-store pet supply chain concentrated in the Northwestern United States.

With Retail.net solutions, Mud Bay can access a single source of information, in realtime, across the stores, distribution center and headquarters. Applications are managed centrally, allowing Mud Bay staff to spend more time on the floor, assisting customers with selecting the right foods and supplies for dogs and cats.

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.