

## FOR IMMEDIATE RELEASE

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## Tomax is #1 Retail Software Vendor in Total Cost of Ownership, Return on Investment

NEW YORK, NY, January 12, 2009 – Tomax Corporation has been recognized in the 2008 RIS News Software Leaderboard. Tomax was recognized in the top 10 of all customer satisfaction criteria for mid-market retailers, as well as jumping three spots on the overall Top 20 Software Vendor Leaderboard this year. Tomax highlights include:

- #1, “Top 10 for Mid-Market Retailers”
- #1, “Leader in Total Cost of Ownership, Mid-Size”
- #1, “Leader in ROI, Mid-Size”
- #1, “Leader in Quality of Support, Mid-Size”
- #1, “Leader in Quality of Service, Mid-Size”

“We are pleased with Tomax’ performance on the 2008 RIS News Software Leaderboard,” said Eric Olafson, Tomax CEO. “Given the current economic climate – retail solutions must provide significant ROI with minimal lifecycle costs. We are pleased that the survey feedback identified Tomax as the vendor to accomplish this objective.”

The 2008 RIS News Software Leaderboard is based on survey responses of retail executives and published in the December issue of RIS News.

### 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](mailto:info@tomax.com).

### About RIS News

RIS News, published since 1988, is read by over 22,000 retail executive decisionmakers. RIS writes about how retail businesses can benefit through the use of technology. RIS covers Customer Management & Marketing, Store Systems, Enterprise Operations, Supply Chain/Inventory Management, Merchandise Management, and Cross-Channel Strategies. For more information, visit RIS News at [www.risnews.com](http://www.risnews.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.