

FOR IMMEDIATE RELEASE

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Tomax and Revionics Announce Strategic Partnership Benefiting Grocery Resellers and Wholesalers

SACRAMENTO, CALIFORNIA and SALT LAKE CITY, UTAH, December 2, 2008: [Tomax Corporation](#) based in Salt Lake City, Utah and [Revionics Incorporated](#), based in Granite Bay, California, today announced plans to partner together in two key areas of need for grocery retailers; Workforce Optimization and Price Optimization.

Under the planned agreement, Workforce Optimization, a key aspect of the Tomax Retail.net solution suite, will be offered by Revionics on a Software-as-a-Service ("SaaS") basis. In addition, Tomax will offer the Revionics Advanced Pricing System ("RAPS") to supplement and enhance its Revenue Management portfolio. The scope of this partnership includes joint marketing and sales, technical integration, implementation coordination, solution delivery and enhanced technical support.

"Revionics has always specialized in scientifically analyzing consumer shopping patterns and price sensitivity in the determination of everyday, promotional and markdown pricing," said Todd P. Michaud, Revionics President and CEO, who added "The very same demand intelligence data that we are analyzing for our clients is an essential part of planning and optimizing store-level workforce requirements for enhanced productivity and increased efficiency."

"Revionics and Tomax each have leadership positions especially in the grocery industry," said Eric Olafson, CEO for Tomax. "We are very excited about our planned offering with Revionics, and are excited about the opportunity to work together on advanced solutions for the grocery channel."

As the partnership details are finalized, the companies will be rolling out affordable, highly configurable, off-the-shelf deployments to simplify implementation and accelerate time to benefit.

About Tomax Corporation

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 Revionics, Inc.

Revionics is a leading provider of full-lifecycle price, promotion and markdown optimization technology for retailers and distributors in the Fast Moving Consumer Goods Industry. The Revionics Advanced Pricing System (RAPS) generates increased sales and profits through sophisticated demand intelligence and proprietary pricing science. The system optimally

determines base pricing, promotional and ad pricing, temporary price reductions and markdowns. The Revionics offering is available as a Software-as-a-Service (SaaS) subscription offering over the Internet. The service includes advanced price modeling, optimization on-demand, scenario forecasting, and advanced category analytics. Headquartered in Granite Bay, California, the company services more than 100 clients throughout North America. For more information please visit www.revionics.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.

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