

**FOR IMMEDIATE RELEASE**

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**Tomax<sup>®</sup> Workforce Management Solution Helps Save Mart  
Manage Growing Employee Base  
New Labor Scheduling and Time & Attendance Solution Supports 22,000  
Employees**

NEW YORK CITY, NEW YORK, January 15, 2007 – [Tomax Corporation](#) is pleased to announce the expansion of its current relationship with Save Mart Supermarkets. Earlier last year, Save Mart chose to implement Tomax' [Workforce Management](#) solution, including [labor forecasting](#) and [scheduling](#) in 127 stores that were acquired from Alberstons LLC. In December, the business decided to purchase additional licenses to implement Tomax Workforce Management in their remaining 125 Save Mart and Food Maxx bannered stores.

The Workforce Management solution, a component of the Tomax solution suite called Demand-Driven Retail Continuum, is used to control labor costs and boost customer satisfaction by creating accurate schedules to support all retail processes at the stores, including customer service. In the United States, the Tomax Workforce Management solution supports labor forecasting, scheduling and time and attendance processes for more than 7,800 stores and 1.5 million employees.

Steve Gaines, Sr. Director of Retail Efficiencies at Save Mart, said, "Save Mart has had a very successful relationship with Tomax over the years and is looking forward to completing our enterprise-wide implementation of Workforce Manager. Workforce Manager is a key strategic step towards optimizing our planning, execution, and measurement of labor efficiency and labor effectiveness.

"We are delighted to expand our relationship with Save Mart. As a result of twenty years of experience in retail labor management, Tomax offers a robust, easy to use workforce management solution that manages payroll costs while improving customer service, as well as connecting the dots across people and processes to maximize operational effectiveness," commented Tomax CEO Eric Olafson.

**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 visit [www.tomax.com](http://www.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.