

FOR IMMEDIATE RELEASE

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Tomax[®] Partners with ShopperTrak[®] to Enhance Workforce Solution

Leading Industry Labor Optimization Provider Includes Traffic Information in Labor Forecast

NEW YORK, NY, January 12, 2009 – [Tomax Corporation[®]](#) is pleased to announce the enhancement of its Retail.net[™] Labor Scheduling offering, a comprehensive workforce management solution for retailers, with planned integration with the ShopperTrak[®] Traffic Measurement System using Orbit⁵[®] technology.

The [Tomax Retail.net Workforce Optimization suite](#) 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. This solution supports labor forecasting, scheduling and time and attendance for more than 8,000 stores and two million employees in the United States. Integration with ShopperTrak Orbit⁵ technology will allow [Retail.net Labor Scheduling](#) to incorporate traffic information into its existing forecasting tool, which helps retailers recognize potential lost sales opportunities.

“We are excited to work with an industry leader like ShopperTrak,” said Eric Olafson, Tomax CEO. “We anticipate that integration will bring about a new breed of labor forecasting tools, one that focuses on conversion rates instead of exclusively on sales or traffic.”

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, EZ Lube, Hallmark Canada, 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 ShopperTrak RCT Corp.

Chicago-based ShopperTrak RCT Corp., a privately held entity, is the world's leading provider of traffic-based intelligence to the retail, gaming, hospitality and financial services industries. Its products and information reporting, including the Orbit counting system, the National Retail Sales Estimate (NRSE), the ShopperTrak Retail Traffic Index, and other tools, give clients the data they need to make more effective business decisions. ShopperTrak operates six offices in the United States and has international distribution in 43 countries around the globe. Reach ShopperTrak at (312) 529-5300 or at www.shoppertrak.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.