

FOR IMMEDIATE RELEASE

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Tomax[®] and WHI Solutions Announce Product Integration

Retail.net[™] and CXA Software Solutions to Offer Integrated Nexpart eCatalog and eCommerce functionality

SALT LAKE CITY, UT, July 9, 2008 – [Tomax Corporation](#) is pleased to announce the enhancement of its Retail.net[™] and Customer Experience Architecture (CXA) solution, a comprehensive retail management application for automotive service businesses, with integration to [WHI Solutions](#) (formerly known as Wrenchhead) industry-leading Nexpart eCatalog and eCommerce modules encompassing over 500 million applications from thousands of manufacturers for replacement, accessories and performance parts.

The Nexpart eCatalog is the most complete and up-to-date source of parts and service dealer information available in North America. WHI's integrated eCommerce module will allow Tomax customers to seamlessly place orders online with over 4,000 parts distributor locations already integrated to the Nexpart Network.

"We're excited about our integration offering with WHI. Like Tomax, they are committed to current web architecture and have migrated away from proprietary, legacy approaches that prove problematic for this industry. Now, automotive service businesses have access to the best solutions available and can create electronic convenience and ordering facilitation with their part providers," said Eric Olafson, Tomax CEO.

"Tomax brings world-class retail system capabilities and leadership to the auto-service industry, supplemented with a unique approach to meeting the precise needs of the customer experience. We are very pleased to have our Nexpart suite of solutions integrate with the Tomax Retail.net[™] solution offering," said Stan Gowisnock, WHI Solutions EVP.

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.