

## FOR IMMEDIATE RELEASE

### Contact:

Joanna Kennedy  
Tomax Corporation  
(801) 924-6339  
jkennedy@tomax.com

## Tomax<sup>®</sup> and Aspect Loss Prevention Form Partnership to Deliver Realtime Loss Prevention Solution for Retailers

SALT LAKE CITY, UTAH, March 18, 2009 – [Tomax Corporation<sup>®</sup>](#), a leading provider of realtime merchandising and store execution applications and services, and [Aspect Loss Prevention](#), a leading provider of loss prevention solutions and services, announced today the formation of a strategic partnership, to deliver enhanced loss prevention solutions for retailers.

“In rough economic times, it is important for retailers to proactively address all areas of potential loss,” said Eric Olafson, Tomax CEO. “The combined partnership offering includes Retail.net, a realtime point-of-sale, store operations and merchandising system, and Aspect Elite Loss Prevention, a robust exception-reporting solution, which analyzes data for fraudulent activities helping retailers reduce shrinkage.”

“We are excited to expand our relationship with Tomax as our combined offering is currently being leveraged with great results at both general merchandise and specialty retail chains,” said David Duhaime, Aspect CEO.

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

### About Aspect

Aspect Loss Prevention is widely recognized as the world leader in retail exception reporting. Many Top-100 Retailers rely upon Aspect's products and services to identify and reduce employee theft, monitor and improve cashier and operational compliance, automate reporting of business rule metrics, and generally reduce shrink.

Aspect has an extensive team of experienced LP professionals dedicated to helping its customers apply Aspect technologies and expertise to reduce front-end shrink. Aspect's software is used throughout the United States, as well as in the United Kingdom, Germany, Guam, and other European and Asian countries. For more information about Aspect Loss Prevention, visit <http://www.aspectlp.com> or call 1-888-777-0586.

### 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.