

**FOR IMMEDIATE RELEASE**

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## **Party City To Go Live with Tomax<sup>®</sup> Retail Analytics Solution**

### **Party Goods Provider Uses SaaS BI Solution for Merchandising Ad Hoc Reporting**

NEW YORK, NY, January 12, 2009 – Tomax is pleased to announce the planned go-live of its Retail Analytics solution, powered by PivotLink, at Party City. Party City is the largest party goods retailer in the United States, operating over 750 corporate and franchised locations.

“Combining Retail Analytics, powered by PivotLink, with the Retail.net solution, our clients have access to unmatched ad hoc query performance with a quick-to-deploy solution,” said Eric Olafson, Tomax CEO. “Quick hits like our SaaS business intelligence offering, Retail Analytics, really drives return on investment.”

“We conducted several performance tests on the Retail Analytics solution during the selection process,” said Steve Skiba, Party City CIO. “We found Retail Analytics, powered by PivotLink, performed as well or better than traditional business intelligence solutions without the upfront hardware and software capital investments required by other solutions.”

#### **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).

#### **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.