

## FOR IMMEDIATE RELEASE

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## Robert's Crafts Goes Live on Tomax® Retail.net Solutions Software Solution Supports Merchandise, Store Operations and POS

NEW YORK, NY, September 1, 2009 – Tomax Corporation is pleased to announce the successful go-live of Retail.net® solutions at Robert's Crafts. Robert's Crafts is a specialty retailer offering fine arts and crafts supplies, including the Cri-Cut®, with locations throughout Utah and Idaho.

"This implementation was a major success," said Eric Olafson, Tomax CEO. "Tomax utilized a new implementation framework to get the pilot store up and operational within 30 days. This included upfront intensive work with the customer's key areas of the business and a prescriptive approach, including process reengineering and training, during the installation process. The result is a proven framework that allows smaller businesses to achieve faster results with selected solutions – and spend less on IT professional services."

Robert's Crafts uses Retail.net Merchandise Management, Store Operations and Customer Management to centralize applications and data, which facilitate realtime transaction management and information collection. The Retail.net solutions will enable Robert's Crafts to operate perpetual inventory and migrate to centralized automated replenishment practices to track and reduce shrinkage and lost sales opportunities while streamlining the purchasing process.

### 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, 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.