

FOR IMMEDIATE RELEASE

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Retail.net Solutions Prove Successful for Pop-Up Retail Web-Based POS Solutions Demonstrate Quick and Easy Deployment

NEW YORK, NY, January 8, 2011 – [Tomax Corporation](#) is pleased to announce the success of the [Retail.net solutions](#), including [Merchandise Management](#), [Store Operations](#) and [Point of Sale](#) (POS) solutions at over 400 multi-lane temporary retail outlets during the Halloween and holiday seasons. Hundreds of stores were rolled out in less than four weeks to allow the retailer to have realtime access to business performance data.

[Kathryn Murphy, VP of Product Management at Tomax](#), stated, “Retail.net solutions require a limited hardware footprint for operations and minimal in-store installation and setup, a product of a realtime network deployment capability. As a result, far less setup is required than traditional systems, which enables the significantly faster time-to-deploy.”

Sahir Anand, Analyst at [Aberdeen Group](#), stated, “Per our data and conversations with Tomax end-users, Tomax customers are using rapid deployment strategies to unleash store and cross-channel operations in manner of days, not weeks or months. These rapid deployment capabilities provided by Tomax to customers in retail not only ensure lean operations with a lower cost of implementation that eventually reduces total cost of ownership. This is especially useful for pop-up or seasonal retailers but also all other segments who need quick and easy solutions to their technology needs.”

About Tomax

The Tomax Retail.net software 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 delivering Merchandise Planning, In-Season Merchandising, Merchandise Management, Workforce Management, Store Operations and Customer Management solutions, and implementation and application hosting services to over 100 branded retailers. For more information, visit www.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.