

## FOR IMMEDIATE RELEASE

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## Tomax Retail.net Solutions Support Auto Aftermarket Retailers Solutions Manage Complex Information Management and Greet through Tender Process

NEW YORK, NY, January 9, 2011 – [Tomax Corporation](#) is pleased to announce the successful pilot of [Retail.net solutions](#) at an American auto aftermarket service retailer that operates hundreds of locations. Modules implemented included [Merchandise Management](#), [Store Operations](#), [Customer Management](#) and [Performance Management](#) supported by the Customer Experience Architecture (CXA) solution framework.

CXA extends packaged retail management software to support unique requirements for retailers that also include a service element, such as auto aftermarket retailers that may operate onsite service bays. This extension allows for automation and data collection and/or display at any given customer touchpoints, such as greet, service display, approvals and/or tender interactions.

“In the past, service retailers have been forced to operate with homegrown or specific solutions that didn’t possess capacity to scale or evolve with our rapidly changing consumer environment. Retail.net solutions, supported by CXA, offer a realtime, single-instance approach to managing these unique operations. Moreover, retailers using CXA are afforded the ability to execute realtime pricing and promotions, which may or may not be customer-specific, through any vehicle channel, whether in the store, website or via mobile devices,” said [Eric Olafson, Tomax CEO](#).

The pilot success occurred shortly after Tomax executed client agreements with two leading national automotive industry retailers.

### 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](http://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.