

FOR IMMEDIATE RELEASE

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Tomax® Corporation Supports The Pamida Foundation Retail Technology Provider Sponsors Charity Event in Support of Local Pamida Communities

SALT LAKE CITY, UT, September 13, 2011 – [Tomax Corporation](#) is pleased to announce its sponsorship of the 2011 Pamida Partnership Summit and Charity Event, hosted by [The Pamida Foundation](#). This year, the event will take place September 13-14, 2011 in Omaha, Nebraska.

The Pamida Partnership Summit and Charity Event is hosted annually by The Pamida Foundation to raise funds for charities located in geographic markets served by [Pamida](#), which includes over 200 communities in 17 states. The mission of the Pamida Foundation is to support youth education, aid families in need and improve the quality of life for senior citizens. Since 2000, The Pamida Foundation has raised more than \$6.8 million dollars in support of their charitable causes.

“We strongly believe in maintaining a culture of corporate social responsibility,” said Jaye Olafson, Tomax Chief Operating Officer. “As a business, we have an opportunity to positively impact a large network, by championing the social interests of our customers, employees, industry partnership and community constituents. We believe The Pamida Foundation is an highly effective philanthropic organization and achieves on its stated ambitions, which is why we have supported this organization since becoming Pamida’s point of sale (POS) partner.”

About Tomax

Tomax Corporation offers the cloud-based Retail.net solution, an integrated, modular solution suite spanning retail activities across the Demand-Driven Retail Continuum, from planning, merchandising, operations, point-of-sale and workforce management. For over 10 years, Tomax has exclusively provided the retail industry with realtime, on-demand retail management software and world-class services, ranging from custom development, consulting, implementation through application management and hosting. For more information regarding Tomax Corporation or the Retail.net solution, please visit www.tomax.com.

About The Pamida Foundation

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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.