

## FOR IMMEDIATE RELEASE

### Contact:

Joanna Kennedy  
Tomax Corporation  
(801) 924-6339  
[jkennedy@tomax.com](mailto:jkennedy@tomax.com)

Ted AveLallemant  
AVE Investments, Inc.  
602-692-6813

## **AVE Investments, Inc. and Tomax Corporation Debut Combined HaaS and SaaS Solution Combined POS Solution Offering for Store Execution Application on Permanent or Seasonal Rental Basis**

OSAGE, MO and SALT LAKE CITY, UT, February 18, 2009 – AVE Investments, Inc., based in Osage Missouri and Tomax Corporation, based in Salt Lake City Utah, today announced a combined hardware/software/services solution on a “Utility Computing” model.

Under the planned offering, Retail.net® applications will be certified on the pcCashdrawer® and posPortable® models. AVE INVESTMENTS, Inc. will provide hardware, testing, rollouts, installation, warranty, maintenance and de-installation under a monthly rental. Tomax will provide Retail.net software under a SaaS model.

“Retailers need to be relieved of the financial, technical, and operational burden during normal or peak season POS transaction locations,” states Ted AveLallemant, President of AVE Investments, Inc. “This unique approach allows retailers to focus on driving more sales and not be concerned with purchasing a depreciating asset.”

“Times have forced retailers to be more discriminating regarding their IT expenditures. The combined SaaS-HaaS model allows retailers have a lower cost of ownership without sacrificing returns,” states Eric Olafson, Chief Executive Officer of Tomax Corporation.

### **About Tomax Corporation**

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).

### **About AVE INVESTMENTS, Inc.**

Operating under the **pcCashdrawer** brand, AVE Investments, Inc. manufactures, installs, and services innovative and practical POS platforms. A lifetime of experience and passion means that every new product represent the first of its kind, exhibit the smallest footprint possible and be the least expensive example of its type. It must use the latest technology while at the same time permit AVE to support it with the best service in the industry. Info at [www.pccashdrawer.com](http://www.pccashdrawer.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.