

FOR IMMEDIATE RELEASE

Contact:

Joanna Kennedy
Tomax Corporation
(801) 924-6339
jkennedy@tomax.com

Pamida Completes Rollout for Tomax® Retail.net™ Software Solution Supports Merchandise, Store Operations and POS

NEW YORK, NY, January 12, 2009 – Tomax Corporation is pleased to announce the successful rollout of the Retail.net® solution at Pamida. Pamida, an affiliate of Sun Capital Partners, is a regional retailer operating more than 200 stores in 17 states in the Midwest United States.

Pamida uses Retail.net Merchandise Management, Store Operations and Customer Management to centralize applications and data, which facilitate realtime transaction management and information collection.

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, Coach House Gifts, EZ Lube, 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.

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.