

FOR IMMEDIATE RELEASE

Contact:

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

Swarovski North America Completes Rollout of Tomax® Retail.net Solutions Solutions Manage Merchandising, Store Operations, POS and Reporting Functions

SALT LAKE CITY, UT, October 13, 2009 – Tomax Corporation is pleased to announce the successful rollout of Retail.net® solutions at Swarovski North America. The specialty retailer, operating over 200 luxury retail sites in the United States, licensed Retail.net Merchandise Financial Planning, Inventory Management, Allocation, Merchandise Management, Store Operations, Customer Management and Performance Management modules.

“Tomax introduced the Retail.net suite of solutions – an integrated set of software modules based on the Demand-Driven Retail Continuum which covers retailers’ business activities from pre-season planning through point-of-sale and workforce management – to enable retailers to manage all aspects of their retail business processes with a single, integrated solution. We are observing our clientele adopt the entire solution set as a result of the lower total cost of ownership (TCO) associated with operating a single, centralized and comprehensive retail solution, ‘ said Eric Olafson, Tomax CEO.

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.

About Swarovski

In 1895, Daniel Swarovski I, a Bohemian inventor and visionary, moved to the village of Wattens, Tyrol in Austria, with his newly invented machine for cutting and polishing crystal jewelry stones. From the beginning that revolutionized the fashion world, Swarovski has grown to be the world's leading producer of precision-cut crystal, for fashion, jewelry and more recently lighting, architecture and interiors. Today, the company, still based in Wattens, family-owned and run by 4th and 5th generation family members, has a global reach, with some 23.900 employees, a presence in over 120 countries and a turnover in 2008 of 2.52 billion Euros. Swarovski comprises two major businesses, one producing and selling loose elements to the industry and the other creating design-driven finished products. Swarovski crystal components, known by their product brand names CRYSTALLIZED™ - Swarovski Elements for fashion and STRASS® Swarovski® Crystal for architecture and light, have become an essential ingredient of international design. Since 1965, the company has also catered to the fine jewelry industry with precision-cut genuine and created gemstones, and from April 2008 has strengthened this relationship by revitalizing and renaming the product brand ENLIGHTENED™ - Swarovski Elements. Showing the creativity

that lies at the heart of the company, Swarovski's own-brand lines of accessories, jewelry and home décor are sold through more than 1,600 retail outlets in all major fashion capitals. The Swarovski Crystal Society has close to 350,000 members worldwide, keen collectors of the celebrated crystal figurines. And in Wattens, Swarovski Kristallwelten, the multi-media crystal museum, was opened in 1995, as a celebration of Swarovski's universe of innovation and inspiration. The Swarovski Corporation also includes Tyrolit[®], manufacturing grinding tools, Swareflex, for road safety reflectors and Swarovski Optik, producing precision optical instruments, celebrated crystal figurines. And in Wattens, Crystal Worlds, the multi-media crystal museum, has attracted over 7 million visitors since it was opened in 1995, as a celebration of Swarovski's universe of innovation and inspiration, of crystal as the ultimate creative material. The Swarovski Corporation also includes four industrial brands, Tyrolit[®], manufacturing grinding tools, Swareflex, for road safety reflectors, Optik, producing precision optical instruments and Signity, Swarovski's brand for genuine and created gemstones.

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.