

FOR IMMEDIATE RELEASE

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Tomax[®] Corporation Awarded Salt Lake City e2 Business Certificate

SALT LAKE CITY, UTAH, April 22, 2009 – [Tomax Corporation[®]](#), a leading provider of realtime merchandising and store execution software applications and services, headquartered in Salt Lake City, Utah, was awarded an e2 Business Certificate on April 20, 2009.

The Salt Lake City Environmentally and Economically sustainable (e2) business program is designed to recognize and support the Salt Lake City business community and economy. To earn e2 Business Certification, Salt Lake City companies must commit to and execute environmentally and economically sustainable goals.

"I am pleased to congratulate Salt Lake City's newest e2 Business, Tomax for contributing to a more environmentally and economically vibrant Salt Lake City. Tomax is a prime example of a company that understands how intricately related the health of our economy and environment are; Tomax is taking a proactive role in implementing sustainable policies that will ensure a better quality of life for our community now and in the future," said Mayor Ralph Becker

"We are excited to be a part of the Salt Lake City e2 Business program," said Jaye Olafson, Tomax COO. "Our organization is committed to environmentally and economically sustainable business practices – we are pleased to be grouped with a network of other similar-minded local businesses to share ideas and implement innovative operations that will ultimately reduce our environmental impact substantially."

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. 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.