

## FOR IMMEDIATE RELEASE

### Media Contact:

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

## Tomax and Strikelron Partner to Improve Data Quality for Global Retailers

### Data-as-a-Service Platform Integrated with Tomax' Retail.net Software-as-a-Service Platform

SALT LAKE CITY, UT and CARY, NC, October 22, 2011 [Tomax Corporation](#), a leading cloud provider of real-time merchandising and store execution applications and services, announced a new partnership with Strikelron, a cloud leader with the most mature and reliable Data-as-a-Service (DaaS) platform in the market.

The partnership gives retailers access to valid, accurate and actionable data on their customers. Strikelron has pre-integrated its data quality solutions into [Tomax's Retail.net™ platform](#), allowing customer information to be accessed and cleansed in real-time at [point-of-sale](#).

“Today retailers need a 360 degree understanding of their customer to remain competitive,” said Eric Olafson, Tomax CEO. “Retail.net solutions, in combination with Strikelron's IronCloud, ensure that the business has complete and accurate customer data, including transaction history and contact information.”

Strikelron's cloud-based solutions include email verification, address verification, phone validation, reverse phone and address lookup. All are delivered through [IronCloud™](#), Strikelron's cloud platform that cleanses millions of customer records daily for retailers.

“This is an exciting opportunity to leverage Tomax's platform to improve customer experience,” said Sean O'Leary, Strikelron CEO. “Combining our solutions gives retailers the ability to reach their customers post-sale for marketing, e-receipts, and other innovative uses.”

#### 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, 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 Strikelron

Strikelron is the leader in Data-as-a-Service (DaaS), delivering data quality and communications solutions via our cloud platform [IronCloud](#). We provide address verification, email verification,

phone validation, phone append, SMS text messaging, and sales tax solutions to customers in a variety of markets. Our solutions are delivered as Web services that can be easily integrated into any application or system. Additionally, our solutions are pre-integrated into leading platforms like: Retail.net, Salesforce.com, Informatica, Oracle CRM On-Demand, and more. For more information, visit [www.strikeiron.com](http://www.strikeiron.com).

#### **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](http://www.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.