

## **Luxor CRM to Host Meeting to Discuss Formation of Restoration and Technology Association**

Toronto, ON (August 10, 2009) – Luxor Corporation will be hosting an event on August 26, 2009 to discuss plans to partner with the restoration industry. The owners of the largest restoration companies in Canada and the United States have been invited to participate in the discussion of whether there is enough interest to create an association aimed at increasing technological efficiencies in the industry.

The idea for the association originated from conversations conducted between Luxor CEO Lukas Szczurowski and several restoration company owners about the lack of standardized software tools for the industry. Currently, there are a limited number of solutions available to the restoration industry that provide company owners everything they need to properly and effectively track and manage their claims processes. Owners use a suite of different programs, but there is no standardization across products and none which offer a complete package. This is where Luxor has identified the opportunity to collaborate with the industry to develop a tailored, complete solution to meet owners' needs.

“Our goal is to partner with the restoration company owners to develop a complete and customized solution, built around their needs and recommendations,” says Szczurowski. “The ultimate goal of the association is to give the voice to the industry and let owners decide what tools should be developed.”

The idea has received positive response from the restoration industry; many company owners currently use Luxor CRM for claims management and see the value of a technology association. With the launch of the new association, the end-users will drive the development of new features and functionalities.

The event on August 26<sup>th</sup> will be conducted as an unofficial launch/ brainstorm session to determine what steps are required to bring the concept to reality. The proposed name for the association is the North American Restoration Industry Technology Association (NARITA).

### **About Luxor Corporation**

Luxor Corporation develops and markets Luxor CRM, a web-based CRM and SFA solution that leads the industry with its ease-of-use and intuitive browser interface. In addition to its CRM product, Luxor provides claims management software for the restoration industry. With no contracts and no setup fees, Luxor is the smart choice for hosted CRM and claims management. For more information on Luxor CRM, visit [www.luxorcrm.com](http://www.luxorcrm.com)

Luxor Corporation is a member of the Atum family of companies.

Contact:

Lu Huang, Marketing Coordinator

[lhuang@atum.com](mailto:lhuang@atum.com)

416-410-8444 x. 2115

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