

NEWS RELEASE

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First General Services focuses on first class service with Luxor CRM

Toronto, ON (March 12th, 2009) – Luxor Corporation, a division of Atum Corporation, today announced that First General Services, one of the leading names in property restoration, has successfully deployed Luxor CRM version 2.0 to improve operations in their Toronto affiliate office.

Implementation of the latest version of the web-based CRM application has enabled First General Services (Toronto), which in 2007 merged the business of three offices, to integrate data from multiple sources, into a single, easily accessible database.

“Luxor CRM has truly delivered everything we had hoped for from our CRM solution,” said Kathi Amos, chief financial officer, First General Services (Toronto). “It’s a very versatile and easy to use application and provides us with real-time data for managing our staff and job flow.”

A feature-rich, web-based application, Luxor CRM delivers a robust set of tools for handling customer acquisition and management, seamlessly combining the customer-centric functionality of CRM with powerful sales force automation (SFA) tools.

The application gives administrators unprecedented control, allowing them to customize the look and feel of the application including the design of their own forms to capture data specific to their business. By implementing workflow methodology, which enforces a step-through process, First General is now able to track and manage the progress of restoration jobs in real-time. Each step of a job is defined and certain requirements must be met and documented before proceeding to the next, establishing a consistent process for job completion.

Says Amos, “Our clients are often very stressed and depend on us to be professional and thorough. Using Luxor CRM’s custom views and email alerts, we can now monitor every stage of a claim, enabling us to consistently provide the highest level of service to both our clients and our insurance partners.”

“We’re pleased with Luxor CRM’s performance at First General Services,” said Lukas Szczurowski, chief executive officer, Luxor Corporation. “The features introduced in version 2.0 are helping our clients gain even more insight into their clients and their businesses. As a result, they’re able to improve the overall customer experience and increase bottom line growth.”

About Luxor Corporation

Luxor Corporation develops and markets Luxor CRM, an intuitive web-based CRM and SFA solution that leads the CRM industry in terms of its ease of use and intuitive browser interface. With no contracts and no setup fees, Luxor CRM is the smart choice for hosted CRM. For more information on Luxor CRM visit www.luxorcrm.com.

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