

First National Financial Corporation Commits to Exceptional Customer Service with Luxor CRM

Toronto June 6, 2005 Atum Corporation is pleased to announce that First National Financial Corporation has chosen its highly acclaimed Luxor CRM web-based Customer Relationship Management solution to streamline their sales processes and provide more effective service to their mortgage broker network.

First National is Canada's first financial institution dedicated to originating residential mortgages through mortgage brokers across Canada.

First National has taken an aggressive first step in increasing the effectiveness of its sales force. Luxor CRM will provide First National's account managers with the sales information they need to provide customized support to their network of mortgage brokers across Canada. First National needed to share information more effectively to gain a better return on resources.

"The mortgage broker industry is a rapidly growing network," said Ben Kawa, National Manager with Sales and Strategic Relationships First National Financial Corporation. "We have seen exponential growth in the last 3 years, in the number of mortgage brokers we deal with, the number of account managers we have hired, and, ultimately, in the number of mortgages we administer. To take our sales to next level, we needed help managing our critical sales data more effectively and working smarter to provide our brokers and account managers with the best sales and service. That is where a solution like Luxor CRM comes in. Luxor CRM is easy to use, flexible, affordable and very effective."

Luxor CRM solution takes hosted CRM to the next level. Delivering powerful sales force automation and CRM features quickly and easily to any Internet-connected computer, Luxor CRM can be implemented in days, not weeks or months. Designed specifically to deliver rapid ROI, Luxor CRM is a solution that has found overwhelming acceptance in organizations of all sizes and in all industries that need effective, affordable solutions to increase their capacity to conduct their business.

"The Luxor CRM team is pleased to work with First National in this exciting time for their business. We know that our solution will easily grow with their growing business, and offer them the flexibility they need to meet the changing nature of their industry," affirmed Lukas Szczurowski, Director of Sales and Channel Management. "Other CRM software solutions force companies to change their processes to fit its technical requirements. Luxor CRM leverages its clients' existing best sales practices and provides sales teams with the power to share critical sales information to offer seamless client support and the sales intelligence to make appropriate business decisions."

"Having looked at other solutions, we chose Luxor because of the team's quickness and responsiveness," stated Mr. Kawa. "Automating our sales force was a new initiative for us, and demanded a company and a solution that would be responsive to constant changes. We receive immediate action when we call the Luxor CRM team with a question. With Luxor CRM, it is not just about the sale. Mr. Szczurowski and his team clearly have a passion for their product and a passion for working with growing, dynamic companies."

Luxor CRM is not an off-the shelf system. Its flexibility allows it to support each company's unique processes, and respond to growing needs in changing environments. The Luxor CRM team works with customers, listening to their needs and creating a solution that truly reflects their business requirements.

About First National

At First National Financial Corporation, Residential and Commercial mortgage financing is our specialty. We put all our resources and expertise behind the development, administration and servicing of some of the best and most unique mortgage products available in Canada today. We are a Canadian owned financial services company with over 15 billion dollars of assets under administration. We provide a full range of mortgage products and services to individuals, families, investors and developers across the country.

For more information, please see www.firstnational.ca

About Atum Corporation

The Atum Group of Companies is a leading provider of business solutions, helping companies effectively manage their business processes, increase profitability and more efficiently serve their clients. Luxor CRM is a division of Atum Corporation and provides a cost effective, customizable, easy to implement CRM solution to their customers. Luxor CRM's advanced synchronization features provides customers the ability to easily access and keep data current through Microsoft Outlook and Personal Digital Assistant devices. The Atum Group of Products includes Luxor CRM and Selket. Advisum is subsidiary of The Atum Group of Companies. Atum is headquartered in Concord, Ontario with offices in Turks and Caicos.

For more information go to: www.atum.com or www.luxorcrm.com.

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