

For immediate release

Luxor CRM selected by World Vision to Improve Efficiency

Toronto, Ontario. – February 3rd, 2005 – Luxor CRM, a division of Atum Corporation, today announced that World Vision, an international Christian humanitarian relief and development organization, has successfully deployed Luxor CRM. Luxor CRM will be utilized to help manage World Vision’s 30 Hour Famine Program.

The 30 Hour Famine is both a fundraising and awareness-raising event that Canadian youth have been participating in for more than 30 years. Approximately 160,000 teens from across Canada sign up to do the Famine each year and until now, World Vision did not have a computerized system for managing the program.

“We needed a system that could be tailored to meet our program needs plus be cost-effective and easy to use,” said Dennis Ivancic, Director, Customer Insight. “We looked at several options and Luxor CRM not only met our criteria, they also enabled us to launch the system in just over thirty days.”

Prior to implementing Luxor CRM, World Vision relied on the traditional paper and filing system making it difficult to track and manage the program.

“The management and sharing of customer information remains one of the single-biggest challenges for an organization,” stated Lukas Szczurowski, Director of Sales and Channel Management, Luxor CRM. “The Luxor CRM solution has the flexibility and extendibility to grow with any organization at an affordable cost of ownership with no contract obligations. “The World Vision organization is one we are very proud to be associated with,” said Lukas. “Providing a solution that can make an organization more efficient is a win-win for everyone involved.”

About World Vision

World Vision is a Christian humanitarian relief and development organization active in more than 90 countries around the world, providing help to more than 85 million people each year.

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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