



Innovative e-business solutions

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## Atum Corporation Reports Record Year End and 4<sup>th</sup> Quarter Results

**Toronto, March 31, 2004** – Atum Corporation, a leading Canadian provider of ebusiness and online CRM solutions, reported record-breaking results for the fiscal year and the fourth quarter ended March 31, 2004. Revenues for the Company as a whole experienced double-digit growth over the previous year, while revenues for the LuxorCRM product experienced even higher growth rates as LuxorCRM continued to set new records in user growth and client acquisition rates. The year marked numerous new changes at Atum Corporation, including many new key client wins and the formation of significant new partner and reseller agreements.

“I continue to be impressed with the capabilities of our team and our people,” said Jason Williams, CEO. “Thanks to the efforts of the entire Atum team we were able to exceed our goals for the current fiscal year and set the stage for continued growth in the months ahead.” While Atum Corporation is a privately held company and therefore does not disclose detailed financial results to the public, the management team at Atum holds the belief that stakeholders are entitled to a view into the company’s financial position.

During this fiscal year, Atum Corporation entered into new partnership agreements with key partners, including Citrix Systems Inc., Network Associates Inc. (for the McAfee line of security products), and Dantz Development Corp. The Company also deepened its existing relationship with Microsoft Corporation, Qualys Inc. and other key industry partners. This continues the Company’s strategy since inception of partnering with industry leaders in order to remain at the forefront of technology and innovation in the marketplace.

Atum’s flagship software product, LuxorCRM, has also benefited from the growth in the hosted ASP CRM market as a whole. According to industry specialist Aberdeen Group, the market for hosted CRM applications will grow to over US\$2.7 billion by 2006, up from just \$100 million in 2001. Aberdeen cites “cost-effectiveness” as the number one reason why firms choose a hosted CRM solution. LuxorCRM, designed *by salespeople for salespeople*, includes the added advantages of a full suite of sales process automation tools as well as marketing campaign management that users can access from any Internet connected PC. Luxor CRM does not require the user to buy any software or hardware before starting to use the application. The intuitive browser-based interface is easy to use and requires no formal training, allowing companies to fully deploy Luxor CRM within hours, not days or months as is the case with many other CRM offerings. More information on LuxorCRM can be found at: [www.luxorcrm.com](http://www.luxorcrm.com).

### About Atum Corporation

Founded January 2000, Atum Corporation is located in Concord, Ontario. As a leading Canadian provider of e-business solutions, Atum develops products to help companies streamline their processes and increase efficiency. Atum is a certified Microsoft Business Solutions Partner. Atum’s innovative and scalable solutions include ASP CRM solutions, Microsoft Great Plains Business Solutions, network security and administration, custom internetworking connectivity solutions, and managed hosting solutions. For more information, please see [www.atum.com](http://www.atum.com).

Atum Corporation is located at:  
767 Creditstone Rd. Concord, Ontario L4K 4P5 Phone (416) 410-8444 Fax (416) 410-8999.

<http://www.luxorcrm.com>  
<http://www.atum.com>