



NEWS RELEASE

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New Release of Luxor CRM Set to Redefine Standards for Hosted CRM

Toronto (May 28th, 2008) – Atum Corporation today announced that a new generation of Luxor CRM, its flagship customer relationship management (CRM) SaaS solution, will be generally available on July 1, 2008. The new release marks a significant upgrade to the previous version, maintaining the functionality and features familiar to Luxor CRM users, while enhancing the interface, fine tuning performance, and introducing new features sure to set standards for on-demand CRM solutions.

Luxor CRM is a feature-rich, web-based application that 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. Within the application, accessible anytime from anywhere with an Internet connection, users can: manage their schedules and to-do lists, track their progress towards quotas, track prospects, record customer preferences, analyze and compare customer patterns, manage accounts, and more.

Luxor CRM allows organizations to create sales forecast reports, monitor and optimize marketing campaigns, monitor employee performance, track key performance indicators, and more. Its advanced features enable managers to study the patterns, performance and practices of top performers in the organization and use that insight to improve performance across the organization.

"We've fully leveraged the .NET platform to make the Luxor CRM interface even more dynamic and responsive," said Scott Brady, Development Manager, Atum Corporation. "With a desktop application look and feel, Luxor CRM delivers greater ease-of-use to users, and unparalleled control over customization to administrators."

By employing the latest technology and streamlining processes, Atum has developed a faster, highly scalable solution with unique features such as the ability to open multiple records concurrently, allowing for multi-tasking within the application without using pop-up windows. For system administrators, this version delivers more control than ever over field properties, form design and forms management.

"This release is just the first of several major product enhancements planned for Luxor CRM," said Lukas Szczurowski, Director of Business and Product Development, Atum Corporation. "Not only are we improving the user experience, we've made it easier for organizations to complete their own customizations out-of-the-box, without adding to their cost of ownership, or compromising on their expectations. We expect that more than ever, Luxor CRM will expand our clients' understanding of what CRM can do for their businesses."

About Atum Corporation

The Atum family of companies has been a leading provider of e-business solutions since January 2000. With offices located in Canada (Atum Corporation) and Turks and Caicos Islands (Atum Limited), Atum develops products that enable companies to streamline processes and increase efficiency.

Atum specializes in scalable ASP CRM solutions for small and medium-sized businesses. Atum's flagship offering, Luxor CRM (www.luxorcrm.com), is an intuitive web-based CRM and SFA solution that leads the CRM industry in terms of its ease of use and intuitive browser interface. A Microsoft Gold Certified Partner, Atum also offers sales and support for Microsoft CRM and Microsoft Dynamics.