

## **ATUM MAKES THE PROFIT 100 LIST**

Company featured in PROFIT: Your Guide to Business Success.

**TORONTO – June 16, 2006** Ranking in at 167<sup>th</sup> in the 18<sup>th</sup> annual PROFIT 100 ranking of Canada's Fastest-Growing Companies, Atum maintains its place as a first-rate competitor through the continual innovation of highly successful CRM products, such as Luxor CRM.

Ranking Canada's Fastest-Growing Companies by five-year revenue growth, the PROFIT 100 profiles the country's most successful growth companies. Published in the June issue of PROFIT and online at [PROFITguide.com](http://PROFITguide.com), the PROFIT 100 is Canada's largest annual celebration of entrepreneurial achievement. Considering Atum's comparatively young six-year history, its proven ability to keep abreast of market needs is no small feat.

A coveted position in the PROFIT 100 provides the distinction between companies who are recognized leaders in their field, and those who merely follow: "The PROFIT 100 are role models for anyone who wants to seize today's best business opportunities," says Ian Portsmouth, editor of PROFIT. "By differentiating their products and applying creative management thinking, Canada's Fastest-Growing Companies are outpacing the competition at home and abroad."

Atum CEO Jason Williams also attended the Profit 100 CEO Summit held June 13 and 14, 2006 – an exclusive event for Canadian CEOs whose companies are facing rapid development. Mr. Williams says of Atum's success, "I am very pleased with the steady progress we are experiencing at Atum. Our team has shown its ability to tap into the market's demands and immediately respond to customers' needs."

Confident of his company's future, Williams sees strong potential for unrelenting growth: "Atum has continued to achieve the level of success that mark its uniqueness in e-business solutions. I expect a continuation of creating products and services that fit the market demand." If Atum's impressive track record is any indication, the future looks promising indeed.

## **About Atum Corporation**

The Atum Family of Companies has been a leading provider of e-business solutions since January 2000. With offices in located in Canada (Atum Corporation) and Turks and Caicos (Atum Limited), Atum develops products that enable any company 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 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 Partner, Atum also offers sales and support for Microsoft CRM and Microsoft Great Plains.

Our other innovative solutions include network security and administration consulting, custom internetworking connectivity solutions, custom software design, and Web hosting solutions.

The advantages we provide make us stand out from the rest: boundless possibilities through the most innovative and individually customized combination of services possible.

## **About Luxor CRM**

Luxor CRM solution takes Customer Relationship Management to the next level. Delivering the most powerful sales force automation (SFA) and customer relationship management (CRM) features without the headaches of installing new software systems, Luxor CRM can be implemented in days, not weeks or months. Luxor CRM solution is also fully customizable in order to meet your distinctive needs.

## **About PROFIT Magazine**

*PROFIT: Your Guide to Business Success*, offers news, strategies, tips, interviews, and other resources to entrepreneurs leading Canada's growing companies. Each year PROFIT - which currently reaches 373, 000 readers nationally - hosts a number of events that bring together business leaders in the fast-growth segment and champions the interests of those leaders. PROFIT was founded in April 1982 as Canada's first national magazine geared to entrepreneurs. Visit [PROFITguide.com](http://PROFITguide.com).