



FOR IMMEDIATE RELEASE Stock Symbol (TSXV): QIS

Quorum Signs Contract with Maritz Inc., to Provide 380 U.S. Cadillac Dealerships with Handheld PDA Sales Technology.

Calgary, Alberta, January 4, 2004 – Quorum Information Technologies Inc. (Quorum) announced today that the Company has signed a Contract with Maritz Inc., (Maritz) to deliver Handheld Personal Digital Assistant (PDA) Sales Technology to the approximately 380 U.S. Cadillac dealerships participating in the General Motors Standards For Excellence (SFE) Process. Maritz is responsible for administering the Standards For Excellence Process with Cadillac, HUMMER, Buick Pontiac GMC and Chevrolet dealerships in the United States. Maritz has been in business for over 100 years, and is the world's largest source of integrated performance improvement, incentive travel, and consumer market research services. Their clients include 28 of the 50 largest companies in the world.

Under the terms of the contract, Quorum is responsible for the delivery of hardware plus activation and on-going support services to Cadillac dealerships enrolled in the SFE Process. The PDAs were designed for use by dealership sales personnel, and provide them with the ability to perform a multitude of sales functions on- or off -dealership premises. The combined functionality of this device will enable Cadillac to “push” a wealth of information to sales personnel in a high-tech, easy to update, timely manner.

“Cadillac has the best products on the market, and this handheld PDA solution is another component in our continual drive to also provide the best customer service in the industry,” said Jeff Pritchard, Cadillac Retail Integration Manager. “This technology provides our sales personnel with the ability to instantly provide both prospects and returning customers with valuable information, from competitive comparisons to vehicle pictures, to help them make informed purchase decisions. It is a powerful sales and customer management tool that we are all very excited about implementing in our Cadillac SFE dealerships.”

“We have an amazing relationship with GM U.S., and when we learned of the opportunity to provide a solution through the Standards For Excellence Process, we jumped at the opportunity. We teamed up with Strathcom Media, the developer of the software, to deliver the PDA software component, and Quorum will be delivering the PDA hardware and all support services,” said Maury Marks, President and CEO of Quorum. “It provides us the opportunity to introduce Quorum to all the dealerships in the Cadillac SFE Process and establish market presence throughout the U.S.”

About Quorum:

Quorum (TSX V: QIS) is a successful information technology company that develops, markets, implements and supports its own software products for the automotive vertical market. Its key products are DISTRIBUTOR™, a Windows and Web solution, and XSSELLERATOR™ dealership management software, which combine to form a Dealership and Customer Relationship Management System (DMS) for the automotive dealership market. Quorum’s success comes from delivering the best DMS System on the market, and their commitment to total customer satisfaction.

KEY MANAGEMENT METRIC



XSSELLERATOR (XS) TARGET MARKET	Total # Dealers	% Mkt. Share at Jan /05	XS Dealers 01/04/05	XS Dealers 12/31/01	% Increase From 12/31/01
GM/Saturn Canada	793	13.87	110	30	266%
GM United States	7647	.06	5	-	-
Saturn United States	437	-	-	-	-

For further information, contact:

Quorum Information Technologies Inc.
 Maury Marks, President and CEO
 #200, 6715 8 Street N.E., Calgary, AB T2E 7H7
 Tel: 403.777.0035 Ext. 104 and Fax: 403.777.0039
 E Mail: marksm@QuorumIS.com

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