



FOR IMMEDIATE RELEASE

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C3i to Implement Siebel ePharma 2000 for Bayer's Canadian Operation

New York, NY - September 24, 2001 - C3i, Inc., a leading provider of eBusiness services for the life sciences industry, is pleased to announce that Bayer Inc., the Canadian subsidiary of the international group Bayer AG (Germany), has chosen C3i to provide implementation, training, and rollout services for its introduction of Siebel ePharma 2000 to the company's Healthcare Division.

"C3i has an excellent Siebel implementation track record, understands the Canadian pharmaceuticals marketplace and has experience successfully implementing CRM solutions in multiple languages," observes Max Langton, vice president, sales for the Bayer Inc., Healthcare Division. Bayer will deploy Siebel ePharma to replace two of the company's proprietary applications. The new system will provide more enhanced sales and marketing functionality and allow end users to better communicate vital customer information across the enterprise. The company's pharmaceutical sales force will be using the system which is being designed for phased implementation over several months.

Press Release

"Bayer wants its users to be up to speed on the new system as quickly and painlessly as possible," says Joel Morse, C3i's president and co-founder. "Our role is to enable Bayer Inc. to prepare now for future uses that leverage Siebel ePharma's scalability and to ensure, through expert training and roll-out support, that users' early and ongoing experiences are positive. As a result, Bayer Inc. will realize fast, substantial, and continuing productivity gains from introducing these new applications."

About Bayer Inc.:

Bayer Inc., the Canadian subsidiary of Bayer AG (Germany), is research-based with major businesses in life sciences, polymers, and specialty chemicals. It is headquartered in Toronto, Ontario, with a major manufacturing site in Sarnia, Ontario, Bayer Inc.

About C3i:

C3i is devoted to helping life sciences companies realize the potential of their investment in customer relationship management. Focusing on the full CRM solution, C3i provides customized Siebel system implementation, training, end-user help desk, asset management and Siebel system administration services. By combining these end-to-end services into a seamless solution, C3i delivers superior value to its clients. C3i is a Premier Consulting Partner of Siebel Systems, Inc.