LIVING LIFE SCIENCES

FOR IMMEDIATE RELEASE

Contact:
Dave Hanaman
C3i
973-401-4677
dhanaman@c3i-inc.com

New York City Investment Fund Provides Additional Financing To C3i, Inc.

New York, NY - September 10, 2001 - C3i, Inc, a leading provider of eBusiness services for the life sciences industry, is pleased to announce that the New York City Investment Fund (NYCIF) has made further investments in the company's business operations. The relationship, which began in 1998, has been a positive experience for both C3i and NYCIF.

Henry Kravis, founding partner of Kohlberg, Kravis, Roberts & Co, stated, "We originally chose to invest in C3i because we believed in its business model and growth potential. The company's performance during the past three years has confirmed that belief." Continues Kravis, "In fact, C3i's continued success during the current economic slowdown further demonstrates the soundness of the company's business plan and market strategy." Joel Morse, President and Co-Founder of C3i, is pleased by the continued investment. "To receive additional financing from one of our original investors is a huge vote of confidence in our business," he says, "especially as it comes during a time when many companies are facing lay-offs and tightening their belts." C3i has added

a number of clients over the past several months, increasing its employee base to keep pace with new business.

Says Kathryn Wylde, President & CEO, New York City Investment Fund, New York City Partnership and Chamber of Commerce, "C3i has grown its employee base three-fold and its revenue six-fold since our original investment.C3i has added stability and revenue-generating capacity each year and grown its employee base with high quality jobs. With excellent prospects for the company's continued growth, we see this investment in C3i as a wise business decision."

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, change management, 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.

About the New York City Investment Fund:

The New York City Investment Fund is a private fund with a civic mission. The fund was the vision of Henry R. Kravis, founding partner of Kohlberg, Kravis, Roberts & Co., who serves as its Chairman. His goal was to mobilize the city's world financial and business leaders to help build a stronger and more diversified local economy. To that end, the Fund has built a network of top experts from the investment and corporate communities who help identify and support New York City's most promising entrepreneurs in both the for-profit and not-for-profit sectors.