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C3i Creates New Business Unit to Better Serve Growing Life Sciences Client Base

New York, NY - February 27, 2002 - C3i, Inc. today announced the addition of Managed Services to its portfolio of customer relationship management offerings. The explosive growth of C3i's client base using Siebel ePharma as their core CRM application in 2001, and the recognition of managed technical services as a natural extension of C3i's world-class end-user support services, provided the impetus for the company to establish the new business unit. JC Muyl, an industry veteran responsible for Siebel operations and resourcing within C3i's Professional Services group for four years, was promoted to Senior Vice President and General Manager of the Managed Services group.

"JC's dedication to C3i and its clients over the past several years, coupled with his deep technical knowledge of the Siebel platform, makes him the obvious choice to lead our newest service line. JC has demonstrated the clearness of vision and operational

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expertise to manage this business and increase the value we bring to our clients," states Joel Morse, President and Co-Founder of C3i.

C3i provides best-in-class CRM services to a growing number of life sciences companies in North America and is pleased to offer Managed Services as a critical component of its end-to-end portfolio. The new unit will integrate with C3i's Support Services group to seamlessly serve clients who use the Siebel ePharma application. C3i's internal Siebel call center system operationally integrates the Support and Managed Services groups with a shared issue tracking system for all calls. Pharmaceutical sales representatives supported will benefit from this integration with faster issue resolution, maximizing productivity while lowering total cost of ownership.

Several existing Support Services clients have already recognized the value of having support and managed services under one roof by outsourcing both activities to C3i. C3i's Managed Services, which include application administration and maintenance, data production, and database administration, are optimized around the Siebel ePharma platform. With dedicated Siebel-certified experts, the Managed Services group counts with the necessary skills and expertise to manage the most technically challenging life sciences CRM environments. The co-location of C3i helpdesk technicians and the Siebel experts enables deep process integration, maximizes knowledge transfer, and ultimately leads to CRM services delivery that is unmatched in the life sciences industry.

"Our vision is to provide 100% of the services a Life Sciences client requires to manage their field based sales and CRM eco-systems. By having the ability to manage-and control-the eco-system, we improve our overall service delivery and provide superior support to the sales representatives," said Mr. Muyl. "Our expansion into managed services is an important step towards achieving that vision," he adds.

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 ePharma system implementation, training, end-user help desk, asset management, applications administration and data production. By combining these

EndtoEnd services in a seamless solution, C3i delivers superior value to its clients. C3i is a Premier Consulting Partner of Siebel Systems, Inc. C3i has facilities in New York, NY, and Morristown, NJ.

About Siebel Systems:

Siebel Systems, Inc. (Nasdaq: SEBL) is the world's leading provider of eBusiness applications software. Siebel Systems provides an integrated family of eBusiness applications software, enabling multi-channel sales, marketing, and customer service systems to be deployed over the Web, call centers, field, reseller channels, retail, and dealer networks. Siebel Systems' sales and service facilities are located in more than 37 countries. For more information, please visit Siebel Systems' Web site at www.siebel.com.

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