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C3i, Inc. Recognized in CRM Services Study by Leading Industry Analyst

New York, NY - June 14, 2002 - C3i, Inc., the leading provider of customer management solutions for the life sciences industry, was listed in Gartner's CRM Services Providers 2002: Americas Magic Quadrant study. The addition of several new clients, an expanded service offering, and increased investments in infrastructure and delivery capabilities demonstrate C3i's completeness of vision and ability to execute as measured in the report.

The recently published study evaluated several CRM services providers in the Americas and listed C3i among the niche players, noting that C3i is focused exclusively on the life sciences industry. To be considered for inclusion in the Americas CRM service providers Magic Quadrant, vendors must have fully participated in Gartner's research process and must meet or exceed the following inclusion criteria:

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Provide CRM services to support at least the three main domains of CRM. These domains are sales, marketing, and customer service and support. Each domain should be supported across at least three channels (e.g. face-to-face, telephone, kiosk, Web and mobile). Demonstrate a sound understanding of what is needed to successfully implement CRM. Providers will offer a full complement of CRM service offerings that enable enterprises to manage the entire customer life cycle (i.e., selection, acquisition, retention and extension).

Have at least 20 reference able customers. Providers must demonstrate capabilities across the three domains and be able to vouch to Gartner for CRM capabilities delivered during the past 18 to 24 months.

This combination of criteria allowed Gartner to determine the best collection of CRM service providers in the Americas. C3i considers growth and customer satisfaction key drivers to success, and believes their placement in the study substantiates their commitment to CRM excellence.

Joel Morse, President and Co-Founder of C3i is pleased with the results of the Gartner study and commented, "C3i is dedicated to providing best-in-class services to the life sciences industry. The Gartner study confirms our commitment to the industry. We are very happy with the results and will continue to invest in our solution and our clients in order to meet the complex customer management needs of the life sciences market."

For C3i, the past year has seen the addition of several large pharmaceutical clients. C3i currently provides CRM services for over thirty clients, and supports over 28,000 sales professionals in North America. World-class customer service, strategic investments in technology, and strong partnerships will allow C3i to maintain its leadership position and deliver services that increase end-user productivity while lowering the total cost of CRM ownership for their clients.

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.

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