



FOR IMMEDIATE RELEASE

Contact:

Dave Hanaman

C3i

973-401-4677

dhanaman@c3i-inc.com

C3i Enters 2003 as Market Leader in Integrated Customer Management Implementation and Outsourcing Services for the Life Sciences Industry

Technology Services Provider Posts Significant Operational and Financial Achievements in 2002

New York, NY - January 22, 2003 - C3i, Inc., the leading provider of customer management services for the life sciences industry, ended 2002 with significant new client wins, strengthened client partnerships, the opening of a new hardware services and logistics center, increased investment in technology infrastructure, and the expansion of a comprehensive product line to include business consulting, implementation, and training services for Siebel Life Sciences marketing and analytical offerings.

"We are moving into 2003 after completing a year of many achievements," said C3i, Inc. Chief Executive Officer, Joel H. Morse. "Our financial strength has increased; we have invested in state-of-the-art customer service technologies, hired seasoned professionals

Press Release

for key positions, and introduced an expanded array of services to support our customers. In line with our business plan, we successfully implemented our solutions with several new clients and delivered a broader set of services to many of our existing customers."

The company achieved strong growth in a year that saw increased consolidation in the industry. "Our financial strength has allowed us to support all of our growth initiatives without the need for additional outside equity capital. We have, in a tough year, invested in our core business, added a state-of-the-art hardware and logistics facility, and developed new service offerings, while continuing to double profits," stated Robert Jones, Chief Financial Officer.

The addition of several large clients and the expansion into marketing and analytics service offerings drove a significant increase in C3i's employee base. "Over the course of 2002, we increased our staff by over 65%," commented Morse. "Additionally, the deployment of customer service best practices through the integration of a new Siebel call center and a new knowledge management system has greatly enhanced C3i's ability to serve its clients. These investments have allowed us to provide an even higher level of service and a more tightly integrated offering to our clients."

One of C3i's new service offerings is built on robust business intelligence capabilities that can measure and monitor key operational metrics within a pharmaceutical customer management environment. This business analytics service is delivered and managed by C3i as a high-value added extension of existing CRM support services. Drawing data from multiple sources, these customized diagnostic dashboards deliver insights about the state of the business. Sales and sales operations managers can now make fact-based decisions about technology deployment, end-user training and future investments.

As a result of the growing adoption of C3i's solutions, over 30,000 pharmaceutical sales professionals, representing about one-third of the total in North America, now benefit from C3i's customer management services. Furthermore, over 90% of C3i's clients utilize C3i for multiple services. This market-leading track record is a testament to C3i's

customer-centric focus and comprehensive suite of integrated CRM services for life sciences.

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 Pharma system implementation, training, end-user help desk, asset management, applications administration and data production. By combining these End to End 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, Morristown, NJ, and Denville, NJ. For more information, please visit C3i's website at www.c3i-inc.com.

Press Release