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Contact:

Dave Hanaman

C3i

973-401-4677

dhanaman@c3i-inc.com

Global Expansion and Innovative Solutions Bring C3i to the Forefront of Life Sciences CRM Services

New York, NY - January 20, 2004 - C3i, Inc. enters 2004 with superior customer relationship management (CRM) services delivered at a lower cost due to an expanded product portfolio coupled with its overseas expansion in 2003. C3i enhanced its industry-leading support model with the integration of a wholly owned Global Operations Center in Hyderabad, India that will increase the breadth and depth of existing support operations in the United States, while allowing its clients to benefit from a truly competitive cost structure. Additionally, C3i introduced Performance Optimizer™, a proprietary, advanced analytics and reporting platform, to provide pharmaceutical organizations with capabilities to monitor and measure the adoption of CRM technology and its impact on end user productivity and effectiveness.

"2003 witnessed the strengthening of C3i's position as the market leader in CRM services for the life sciences industry, as evidenced by the growth of our client base, the

Press Release

successful renewal of all expiring contracts, and the addition of global capabilities," commented Joel Morse, President and CEO of C3i. "I am very excited to enter 2004 with the highest customer satisfaction ever, the technology and operational infrastructure to provide superior service at a very competitive cost, and the right mix of products and services to deliver on our value proposition. Finally, our selection to the Inc. 500 list of Fastest Growing Private Companies in the U.S. is testament to our long-term track record and financial solidity."

Global Expansion into India

Following the example of leading Fortune 500 companies, and with the aim of providing even higher levels of customer service at significant cost savings, C3i opened a wholly owned operations center in Hyderabad, India. C3i, the first life sciences CRM services provider to undertake such an initiative, has integrated its Indian facility with all US-based operations and is already serving thousands of pharmaceutical representatives with expert IT support from its network of domestic and overseas locations.

New Service Offerings

Among C3i's exciting new offerings is Performance Optimizer™, a patent pending system and method that provides advanced reporting on deployed customer management technology. Leveraging the data collected through C3i's proprietary Usage Capture Software™, currently deployed to over 8,000 pharmaceutical representatives, C3i solution experts deliver insights and recommendations that drive smarter CRM technology spending, more focused training, and increased end-user productivity. Through sophisticated analytical dashboards and consultative reviews, Performance Optimizer™ helps pharmaceutical companies create a CRM environment of continuous improvement.

Building on its long history of world-class consulting and systems integration, C3i expanded its professional services capabilities with the addition of an Analytical CRM Services Group. Partnering with the leading business intelligence software organizations, C3i provides consulting and systems implementation services that help pharmaceutical companies to more effectively target physicians, optimally allocate sales resources, and powerfully position products in the minds of health care professionals.

As 2004 gets underway, C3i enjoys state-of-the-art infrastructure, highly differentiated offerings, and the dominant position in life sciences technology services. "C3i has never been healthier as a company. We have delivered innovative services and achieved the highest customer satisfaction in our ten-year history while running a profitable business. As an organization, we are poised to deliver world-class solutions that will drive sales force effectiveness and productivity while lowering total cost of ownership for our clients," stated Robert Jones, Chief Financial Officer at C3i. "We look forward to a year of strong growth and continued market leadership in 2004."

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 business consulting, systems implementation, training, end-user help desk, analytical services, hardware and logistics, asset management, and outsourced managed services. By combining these End-to-End services in a seamless solution, C3i delivers superior value to its clients. C3i is the leading provider of CRM services for the life sciences industry, having deployed a third of Siebel Pharma Sales installations in North America and currently supporting over 30,000 pharmaceutical sales representatives. C3i has alliance agreements with Siebel Systems, SAS Institute, Cognos, and MicroStrategy. C3i has facilities in New York, NY, Morristown, NJ, Denville, NJ, and Hyderabad, India. For more information, please visit C3i's website at www.c3i-inc.com.