



FOR IMMEDIATE RELEASE

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C3i Bolsters Global Delivery of its Outsourced Support Services through Major Expansion of its Operations Network

New York, NY - December 7, 2004 - C3i, Inc., a market leader in technology and outsourcing services, completed a significant expansion of its captive center in Vanenburg IT Park, Hyderabad, India. Best known as the Silicon Valley of India, Vanenburg IT Park plays host to the global delivery operations of several leading Fortune 100 organizations. The purpose-built center, which doubled in space since its initial setup 15 months ago, currently accommodates Tier 1 help desk teams serving three of C3i's largest clients. Additionally, human resources, finance, training and management for C3i's global operations are all based in the expanded facility.

"As we continue to develop our wholly-owned and operated operations center in India, we are positioned to deliver the highest level of service, the most flexibility in pricing and the greatest scalability to our clients," commented Joel Morse, CEO and Co-Founder of C3i. "Our teams and our infrastructure are designed to provide outsourced support solutions to organizations of any size, quickly, efficiently and at a competitive cost."

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C3i's global operations center currently employs approximately 100 team members, or 20% of C3i's total headcount. These India-based experts serve over 6,000 field professionals. During the first half of 2005, the number of individuals supported from C3i's global center is expected to grow to 15,000. To maintain the highest help desk customer satisfaction in the industry, C3i requires all customer service analysts to demonstrate a high degree of competence during a comprehensive training and evaluation program. The program includes ongoing refresher courses designed to ensure consistent quality on every customer interaction. Furthermore, the analysts rely on a fully integrated technology infrastructure, which includes best-in-class field service and knowledge management applications, advanced analytics and reporting capabilities and robust CTI and telephony technologies. For over 11 years, C3i's teams, processes and technologies have worked together to deliver a world-class outsourced support solution.

With two of C3i's largest clients fully supported by the India-based teams, and with a third client currently migrating a significant volume of their calls to the global operations center—all within one year of opening the facility—C3i has established a track record of accelerated ramp-up while ensuring a seamless transition from an onshore delivery model to offshore and blended models. For these clients, the benefits realized include both industry-leading customer satisfaction—based on scores that consistently match those achieved by US-based teams—and a lower total cost of ownership. The expansion will allow C3i to meet accelerating demand for its services in 2005, as the company continues to deliver solutions that optimize the productivity and effectiveness of field professionals who depend on technology.

About C3i:

C3i's technology and outsourcing services help organizations dramatically improve customer management effectiveness while lowering the total cost of deploying and supporting a CRM environment. C3i provides business consulting, systems implementation, training, help desk, performance optimization, and workstation management services. By combining these end-to-end services in a seamless solution, C3i creates superior value for its clients. Working closely with Siebel Systems, SAS, Cognos and Proscap Technologies, C3i delivers best-in-class CRM and business

intelligence solutions. C3i has operations centers in the United States and India. For more information, please visit C3i's website at www.c3i-inc.com.

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