



## **FOR IMMEDIATE RELEASE**

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### **Major Biotech Firm Selects C3i to Provide End-to-End Support Services**

*C3i to Provide Rollout, Help Desk, Hardware Support, Siebel Implementation and Training Services to ImClone Systems*

**Morristown, NJ – September 21, 2005** – C3i, a market leader in CRM and outsourcing services, today announced that ImClone Systems, Inc., a leading provider of cancer treatment therapies, selected C3i to deploy and provide end-to-end CRM services for its entire mobile sales team.

As the exclusive outsourcing vendor for ImClone's mobile sales force, C3i rapidly provided initial Siebel implementation, training and hardware rollout services, and will continue to provide ongoing help desk, hardware support and application management services. C3i also continues to support ImClone with additional Siebel implementation services, extending and enhancing the initially deployed functionality. ImClone chose the Siebel Sales solution with the companion handheld offering to meet their current and future business needs.

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"By outsourcing to C3i, we will be able to improve the quality of our support for our mobile sales professionals while better managing our resources and costs," said Kristin Bailey, senior director of field and tech operations. "We chose C3i for its reputation to deliver high quality service, its industry-specific experience and its ability to provide superior support to our growing sales force."

"It is critical that leading organizations, such as ImClone, maximize their sales forces' productivity by spending their time promoting their products and working with physicians," said Dave Hanaman, chief sales and marketing officer of C3i. "We add value to ImClone's field effectiveness by offering a comprehensive, integrated Siebel solution that focuses specifically on mobile sales professionals who depend on technology to succeed."

For more information about C3i and its service offerings, please visit [www.c3i-inc.com](http://www.c3i-inc.com).

**About ImClone:**

ImClone Systems Incorporated is committed to advancing oncology care by developing and commercializing a portfolio of targeted biologic treatments designed to address the medical needs of patients with a variety of cancers. The Company's research and development programs include growth factor blockers and angiogenesis inhibitors. ImClone Systems' strategy is to become a fully integrated biopharmaceutical company, taking its development programs from the research stage to the market. ImClone Systems' headquarters and research operations are located in New York City, with additional administration and manufacturing facilities in Branchburg, New Jersey.

**About C3i:**

C3i's unrivaled technology and outsourcing services help organizations dramatically improve customer management effectiveness while lowering the total cost of deploying and supporting a CRM environment. Only C3i provides a complete portfolio of business consulting, systems implementation, technology training, help desk, performance optimization and workstation management services. By combining these end-to-end services in a seamless solution, C3i delivers the best-in-class CRM and business intelligence offerings for mobile professionals supporting global life sciences, medical

products, financial services, consumer packaged goods and high tech organizations. C3i has global operations centers in the United States, India and Europe. For more information, please visit C3i's website at [www.c3i-inc.com](http://www.c3i-inc.com).

Press Release