



FOR IMMEDIATE RELEASE

Contact:

Dave Hanaman

C3i

973-401-4677

dhanaman@c3i-inc.com

Global Pharmaceutical Company Selects C3i to Provide CRM Upgrade and Implementation Services

Morristown, NJ – September 27, 2005 – C3i, a market leader in CRM and outsourcing services, today announced that one of the world's largest pharmaceutical companies selected C3i to upgrade and enhance their Siebel sales application for its entire North American sales force of 3,500 representatives.

Delivering from C3i's deep portfolio of pharmaceutical business process experience, C3i will upgrade the global life sciences company from Siebel 7.5 to 7.8, and define and configure enhancements to support full electronic Samples Management capabilities on a tablet computer. C3i will also be implementing an integrated Expense Reporting process within Siebel, enabling a better user experience for the 3,500 sales representatives. As a follow-up to the business process expertise, C3i will provide Siebel technical experts to work through the upgrade and development of new functionality.

Press Release

"This new large-scale implementation is another example of C3i's ability to quickly map a customer's requirements and needs to an appropriate CRM solution," said Dave Hanaman, Chief Sales and Marketing Officer of C3i. "Our professional services team provides our customers with specific Siebel and CRM software guidance, including upgrade processes, how to best leverage standard Siebel functionality and best practices for designing custom features."

Leading the market's move from operational to analytical CRM implementations, C3i has completed dozens of systems integration projects, from initial installations to major upgrades to performance tuning.

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.