



FOR IMMEDIATE RELEASE

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C3i Appoints Carl Vanhaesendonck to Sales Director of Europe

Firm to Support Global Life Sciences Customers from Its Operations Center in Sofia, Bulgaria.

Brussels, Belgium – November 16, 2005 – C3i, the market leader in customer management support solutions for the life sciences industry, today announced the appointment of Carl Vanhaesendonck to director of EMEA sales, effective immediately.

Formerly an executive sales manager with Cegedim Group, Mr. Vanhaesendonck will focus on expanding C3i's services to European companies in the pharmaceutical and biotech industries.

"Carl brings a wealth of global sales skills and CRM experience to C3i, offering immediate value and quality solutions to European customers that will be supported from C3i's new Sofia Operations Center," said Dave Hanaman, chief sales and marketing officer at C3i. "His dynamic sales approach and deep relationships with large European pharmaceutical companies will help C3i establish its footprint in that region and rapidly

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position itself as a true end-to-end CRM support provider for pan-European organizations.”

C3i’s unrivaled technology and outsourcing services help European and North American 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.

Mr. Vanhaesendonck has over 28 years of experience of selling and marketing CRM and pharmaceutical solutions in Europe. Before joining C3i, Mr. Vanhaesendonck was the international account and sales manager for Cegedim Group, where he was responsible for global contract negotiation and account management with major pharmaceutical companies. He also played a key role in expanding Cegedim’s presence in the pharmaceutical market over his six-year tenure. Prior to Cegedim, he held several sales and marketing positions with Erasme University Hospital, Medipress Services, Merck Sharp & Dohme and Ahrend.

Mr. Vanhaesendonck holds a graduate degree in marketing, and over 10 certificates in marketing, value-selling and interpersonal skills.

About C3i:

C3i is a technology and outsourcing company that helps life sciences organizations 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. 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.