



FOR IMMEDIATE RELEASE

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C3i Awarded the Opportunity to Deploy 650 New Laptops for the Animal Health Sales Force of One of the World's Largest Research-based Pharmaceutical Companies

Denville, NJ – January 2009 – C3i, the leader in technology services for the life sciences industry, announced today that one of the top pharmaceutical companies has selected C3i to deploy new laptops to one of its mobile sales forces. C3i will manage the configuration and deployment of the laptops from world-class depot in Denville, NJ.

The scope of this project includes receiving old laptops back from the field, imaging new laptops, transferring data, performing a memory upgrade on selected machines, and then shipping the computer back to the end user population. In addition to the hardware upgrade, C3i will design, develop and deploy an Adobe® Captivate® training base module to familiarize the sales professionals with the new hardware and help reduce helpdesk calls. The leader in discovering innovative animal vaccines chose C3i "for their unmatched experience supporting and provisioning pharmaceutical sales forces."

Press Release

"This distinguished pharmaceutical company's requirement is squarely in C3i's sweet spot. We look forward to providing the type of tailored service that has earned us an unmatched reputation for quality and customer service." Noted Scott Hoffman, C3i's vice president. "This company did a comprehensive review of our services and those of our competitors. Our life sciences hardware deployment expertise and our proven project deployment processes were key differentiators giving the confidence that we will deliver outstanding results on their project."

About C3i :

Headquartered in Morristown, New Jersey, C3i Inc. has global operations in the United States, India and Bulgaria. Their 750 employees provide systems implementation, technology training, multi-lingual help desk, hardware provisioning, and break/fix, asset management, and user application administration services for pharmaceutical sales and clinical professional worldwide. For more information, please visit our website at www.c3i-inc.com