

LBSC
Logistics and Business Services Capital, LLC

Westport, CT - July 7, 2014 - Logistics and Business Services Capital, LLC (LBSC) is pleased to announce that its client, C3i, Inc. (C3i), has been acquired by Telerx Marketing, Inc. LBSC acted as sole financial advisor to C3i in negotiating the sale. C3i is a global leader in providing IT and help desk support services to clients in the pharmaceutical and life sciences sector. The sale culminates a more than five year relationship during which time LBSC advised C3i on numerous acquisition opportunities; financing and capital structure issues; and formulating a growth strategy with the long term objective of maximizing value prior to an exit by its shareholders.

Joel Morse, CEO of C3i said, "LBSC has been an invaluable partner to us over the years. Lead banker Jim Westphal provided not only an integrated financial and strategic perspective to our business and M&A expertise as a banker but also a personal intensity and loyalty to helping us accomplish our long term objectives and ultimately driving the sale process to completion."

About C3i

Headquartered in Morristown, NJ, C3i Inc. has global operations in North America, Europe, India and China. Its 1,500 employees provide technology training, multi-lingual service desk, hardware provisioning, and break/fix, asset management and user/application administration services for pharmaceutical sales and clinical professionals worldwide. To learn more, visit www.c3i-inc.com.

About Telerx

Telerx, a subsidiary of Merck & Co, Inc., offers complete management of complex and sensitive interactions in the healthcare marketplace, including access and reimbursement, pharmacovigilance, product recalls and critical events, quality and compliance, and patient assistance, among others. The company adheres to strict regulatory requirements and standard operating procedures related to the pharmaceutical industry. More than 90 percent of the company's clients are FDA-regulated. Telerx has corporate headquarters in Horsham, Pa., with additional contact centers in Allentown and Wilkes-Barre, PA; El Paso, TX; Kings Mountain, NC; and Little Falls, NJ. To learn more, visit www.Telerx.com.

About LBSC

Based in Westport, CT, LBSC is a leading M&A boutique focused on the logistics and business services sectors. Its clients range from founder owned and managed private companies to the world's largest corporations, private equity firms, and hedge funds. LBSC distinguishes itself from other investment banks by providing long term strategic advice, balancing a capital markets perspective with an understanding of the issues that drive shareholder value. To learn more, visit www.logbuscap.com.