

## VisitBritain Names Sapient As Its Online Agency of Record

**London, May 13<sup>th</sup> 2009:** Sapient (NASDAQ: SAPE) announced that its marketing services group, Sapient Interactive, has been appointed by VisitBritain, the UK's national tourism agency, as its online Agency of Record to redesign, develop, host and manage its suite of websites - multilingual variants of two core consumer sites [www.visitbritain.com](http://www.visitbritain.com) and [www.enjoyengland.com](http://www.enjoyengland.com), the website of national tourism organisation, VisitEngland. The three year appointment follows a six-way pitch. Sapient Interactive will enhance the online user experience and support VisitBritain's strategy to entice visitors to come to Britain. The site aims to reach 30 million unique visitors by 2011, doubling 2007 levels, partly to meet visitor demand ahead of the 2012 London Olympics.

VisitBritain developed and managed over 60 websites in-house that have been successful. It selected Sapient Interactive for its creative and strategic approach to the brief. Sapient Interactive's online strategy is for the VisitBritain websites to provide an enhanced user experience at each stage of the customer lifecycle. More specifically, it aims to inspire visitors to choose Britain as a destination, help them plan their holidays and share experiences of their trip to entice others to visit Britain.

Sapient Interactive will also provide technology and support services, including the implementation of a content management system for all VisitBritain sites. Its deep knowledge of the tourism industry, working with clients such as Star Alliance, Hilton International and Celebrity Cruises, will help to localise content for VisitBritain's local sites to ensure foreign visitors are well prepared before they reach Britain's shores.

Ian Takats, general manager of technology for VisitBritain, said: "In the current global economic downturn and with new destinations emerging to compete with Britain, it is more critical than ever to put the web at the heart of everything we do. We need the best digital partner and chose Sapient Interactive for its strong track record in the travel and tourism market. We were really impressed with Sapient Interactive's creativity and strategic thinking, and coupled with their technical expertise and delivery capability, they make an excellent partner."

Nigel Vaz, vice president and head of Sapient Interactive Europe, said: "We relish the opportunity to work with VisitBritain to deliver a world-class online user experience to promote Britain and help drive the visitor economy. It is an important time for Britain with the Olympics rapidly approaching, and our partnership with VisitBritain and VisitEngland means we can bring to bear all our digital services and expertise to ensure Britain has the best online offering in today's competitive tourism market. We look forward to a long and successful relationship together."

VisitBritain anticipates the phased roll-out of the redeveloped [visitbritain.com](http://visitbritain.com) sites to commence in April 2010, with the [enjoyengland.com](http://enjoyengland.com), campaign and other sites following shortly thereafter.

### **About VisitBritain:**

- VisitBritain is Britain's national tourism agency responsible for promoting Britain as a world class tourist destination. It works in partnership with thousands of organisations from across the UK and has representatives in 36 countries around the world and has expanded into India, China, throughout Eastern Europe and Southeast Asia.

- Provisional figures for 2008 indicate overseas residents made 32 million visits to the UK, down by - 2% on 2007. They spent £16.4 billion, which before adjusting for inflation, is +3% up on 2007
- Every year over 12 million visits are made by international consumers to the 46 websites that make up VisitBritain's global family of websites, [www.visitbritain.com](http://www.visitbritain.com), which together provide information in 26 different languages.

**About Sapient Interactive:**

Sapient Interactive, a division of Sapient (NASDAQ:SAPE), is one of the largest and most innovative interactive marketing and technology services firms in the world. It creates immersive and memorable multi-channel brand experiences that deliver measurable results for clients—including major brands such as Times Online, MTV, Star Alliance, BSkyB, De Beers, Auto Trader, Vodafone and Epson Europe. One of the only firms to intelligently integrate strategy, creative, advertising, media services, analytics and technology expertise under one roof, Sapient Interactive offers unparalleled experience in emerging channels including social media, mobile devices such as the iPhone, digital in-store displays, self-service kiosks and traditional media. Headquartered in Boston, Sapient Interactive has operations in 22 major cities throughout North America, Europe and Asia. For more information, please visit <http://sapientinteractive.com>

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