



For Immediate Release

SAPIENT NAMED A LEADER IN WEB DESIGN BY INDEPENDENT RESEARCH FIRM

Boston, MA— June 11, 2009—Sapient (NASDAQ: SAPE) today announced that its marketing services group, Sapient Interactive, was named a leader in the “Forrester Wave™: Interactive Marketing Agencies – Web Design Capabilities Q2 2009” report published by leading independent analyst firm Forrester Research. According to the report, Sapient “can now lay claim to strong design skills as well; the firm received the highest scores in this year’s usability evaluation and solid marks for its branding work.”

In the report, Sapient received top scores in user research and overall design process, and earned the highest score of all the participating agencies on the Web Site Review of client reference websites.

In addition, the report called out the following key findings:

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- *Sapient’s in-depth research methodologies, user-centered design process and access to strong technology skills – both on- and off-shore – help propel it from a Strong Performer in our previous report to a Leader in our 2009 rankings.*
- According to the report scorecard, Sapient was given the top overall score for transaction-led and image-led projects and received top scores in research and design services.

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“We believe this Forrester WAVE is the most prestigious web design research report in the interactive industry today and we are honored to receive this important recognition,” said Sapient Chief Creative Officer Gaston Legorburu. “Over the past three years, we have emerged as one of the top creative design agencies in the world -- and this recognition reflects the high-quality, innovative design work that we continue to produce for leading brands worldwide.”

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Sapient Interactive is the largest independent interactive agency in the world—and the only firm that can support clients through the entire brand experience – from ideation, creative and business and brand strategy to cross-channel delivery, analytics and commerce. It integrates creative marketing concepts with technology tools and platforms that drive new customer acquisition, build loyalty and increase meaningful dialogue between brands and their customers. In April, Sapient Interactive was named the third largest interactive marketing agency in the US by *Advertising Age*. Previously, it was also named the second-largest interactive agency in Germany by the German Association for Digital Economy and the largest digital marketing agency in the United Kingdom by *New Media Age*.



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About Sapient

Sapient, a global services firm, operates two groups—Sapient Interactive and Sapient Consulting—that help clients compete, evolve and grow in an increasingly complex marketplace. Sapient Interactive provides brand and marketing strategy, award-winning creative work, web design and development and emerging media expertise. Sapient Consulting provides business and IT strategy, process and systems design, package implementation and custom development, as well as outsourcing services such as testing, maintenance and support.

Sapient's passion for client success—evidenced by its ability to foster collaboration, drive innovation and solve challenging problems—is the subject of case studies on leadership and organizational behavior used by MBA students at both Harvard and Yale. Leading clients, including BP, Essent Energie, Hilton International, Janus, Sony Electronics and Verizon, rely on the company's unique approach to drive growth and market momentum. Headquartered in Boston, Sapient operates across North America, Europe and India. For more information, please visit www.sapient.com.

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