

Energy Saving Trust appoints Sapient as its digital Agency of Record

Sapient wins coveted multimillion pound interactive marketing services account, beating traditional marketing agencies

London, UK – June 25th, 2009 – Sapient (NASDAQ: SAPE) today announced that its marketing services group, Sapient Interactive, has been selected by the Energy Saving Trust to provide end-to-end strategic online and digital marketing services in a three year, multi-million pound deal.

The Energy Saving Trust is a not-for-profit organisation which promotes the efficient use of energy and a more low-carbon lifestyle to consumers in the UK, via its website, network of 'one stop shop' advice centres and marketing activities. The Energy Saving Trust is redefining its strategic objectives in the online and digital environments and Sapient will provide full end-to-end marketing services to help the Energy Saving Trust achieve its goals of delivering a compelling digital experience that drives awareness, encourages engagement and advocacy, while allowing the Energy Saving Trust to measure and optimise across channels. Strategic consultancy, creative campaigns, SEO, social media strategy development, website design and build, copywriting and direct mail are just some of the services which Sapient will provide as the Energy Saving Trust's Agency of Record.

In addition to private investment, the Energy Saving Trust is partly publicly-funded so must ensure it delivers value to UK consumers and demonstrate ROI on marketing and digital spend to the Government. Sapient will help the Energy Saving Trust achieve this online by establishing a robust analytics framework and dashboard to enable Energy Saving Trust to rapidly measure the impact of campaigns on web traffic in real-time, facilitating quicker decision-making, a more meaningful connection with the public and faster reporting back to Government. Sapient will also expose the Energy Saving Trust to a full range of interactive marketing services in order to deliver cutting-edge work, such as social media engagement, to allow for more empowerment and better interaction with consumers, businesses and communities.

Sapient Interactive was chosen following a lengthy and highly competitive review process of 40 agencies conducted by the Energy Saving Trust. Sapient Interactive's proven ability in delivering cohesive online strategies, creativity and expertise in technology services, were key factors in its selection, in addition to demonstrating in-depth understanding of Energy Saving Trust's marketing goals.

Jasper Bell, Digital Marketing Manager at the Energy Saving Trust, commented: “Our organisation plays a vital role in educating and enabling consumers to reduce their carbon dioxide emissions, and our online presence is absolutely critical in this. During the pitch process Sapiient impressed us with the level of depth it had gone into, proving that they really understand our goals, aspirations and appetite for embracing digital marketing. This combined with its track record of delivering online marketing success means that we are very confident and excited about embarking on a long-term partnership with Sapiient.”

Nigel Vaz, vice president and head of Sapiient Interactive Europe, added: “The Energy Saving Trust has been successfully helping people to reduce their carbon emissions for over 15 years and now, recognising the importance of engaging with customers in the rapidly evolving digital and online environments, is overhauling its online marketing strategy. The combined Sapiient team is looking forward to working closely with the Energy Saving Trust management board, showcasing our ability to combine strategy, marketing communications, experience design and technology expertise to implement a solution that delivers real business value. This partnership not only expands our footprint within the public sector, but also marks a key win for Sapiient Interactive, spanning marketing through technology, highlighting that the strength of our full-service offering really resonates with customers.”

- ENDS-

About Sapiient Interactive

Sapiient Interactive, a division of Sapiient (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, Sapiient 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, Sapiient Interactive has operations in 22 major cities throughout North America, Europe and Asia. For more information, please visit <http://sapiientinteractive.com>

About Energy Saving Trust

The Energy Saving Trust is the UK's leading organisation set up to address the damaging effects of climate change by helping everybody to cut carbon dioxide emissions - the main greenhouse gas causing climate change - from their homes. We promote the efficient use of energy and a more low carbon lifestyle.

The Energy Saving Trust, through its network of "one-stop-shop" advice centres, provides free and impartial advice to consumers on saving energy, domestic renewables and greener

transport, and is beginning to include water saving and waste reduction advice into its remit. The Energy Saving Trust also works with retailers, builders and industry to make sure that energy efficient products are available for people to choose as well as advising government on policies that are needed to cut greenhouses gases.

The Prime Minister, Gordon Brown and the then Secretary of State for Environment, Food and Rural Affairs, Hilary Benn announced in December 2007 a new range of services to help people 'green' their homes. The Energy Saving Trust has been tasked with developing and delivering this vision through its extended services.

Visit www.energysavingtrust.org.uk or call freephone 0800 512012 to speak to your local Energy Saving Trust advice centre