



For Immediate Release

---

## SAPIENT WINS FOUR GOLD ADDY AWARDS

*Leading Interactive Marketing Agency Takes Home Top Honors for Its Work with Coca-Cola, KeyBank, Celebrity Cruises and Honda Aircraft Company*

**MIAMI— April, 2009** — [Sapient](#) (NASDAQ: SAPE) today announced that its [Sapient Interactive](#) group won 4 Gold Addy Awards, 12 overall, within the Miami, San Diego and San Francisco Regions. Sapient was selected from more than 60,000 submissions for local ADDY Awards and honored for its campaigns with Coca-Cola, KeyBank, Celebrity Cruises and the Honda Aircraft Company.

The ADDYs are the largest and most representative competition in the advertising industry, recognizing creative excellence and the very best advertising worldwide. The AdFed ADDY Awards is the first of a three-tiered national competition that ultimately lead to the National ADDY Awards.

**Media Contact:**

Gail Scibelli  
Sapient  
+1 305.581.0095  
[gscibelli@sapient.com](mailto:gscibelli@sapient.com)

“Winning four Gold Addy Awards is a tremendous honor for Sapient Interactive and we’re very proud of our people and their work,” said Gaston Legorburu, chief creative officer for Sapient. “The ADDYs provided us with a great opportunity to show off the results of Sapient’s approach to interactive marketing that matches creativity, technical sophistication and close partnerships with all of our clients.”

**Media Contact:**

Tim Morin  
fama PR  
+1 617.758.4158  
[sapient@famapr.com](mailto:sapient@famapr.com)

Sapient was honored with Gold Awards for the following:

[Coca-Cola Company: Burn Alter Ego Facebook Campaign & Application](#). This campaign is for Coca Cola’s popular Burn energy drink, which promises to “extend your night.” Sapient helped Coca Cola extend Burn into social media with a campaign built around a Facebook application that allowed users to create a customizable virtual avatar, and then “go out” either with existing friends, or new ones. The next day, users could check their avatar’s blog to see what went down the night before, and view images that showed both avatars hanging out. In total, more than 150,000 users downloaded the application.

[KeyBank: Money Needs Attention](#): This microsite was built for KeyBank to answer customer questions and concerns around how to best manage their money in the current economic climate with personal solutions designed to meet their needs. The site features a variety of KeyBank client stories, videos, interactive calculators and games that provide advice on what solutions are available to customers to help them better manage their money and gain control over their financial situation. The site also ties into a popular series of television commercials.

[Celebrity Cruises: The “Starring You” Network](#). This campaign features a series of video webisodes about Celebrity’s guests’ experiences while onboard its ships. The stories illustrate how Celebrity gives its guests “star treatment,” and serves as a call-to-action call to action for potential customers to book a cruise with Celebrity. The programming in this

**Global Headquarters:**

131 Dartmouth Street  
3<sup>rd</sup> Floor  
Boston, MA 02116  
United States

tel: +1 617 621 0200  
fax: +1 617 621 1300



## For Immediate Release

---

"network" is filmed in television broadcast quality and is visually stunning, often featuring popular Celebrity Cruises destinations while reflecting Celebrity's signature service with style.

Honda Jet 2008 Brochure: The brochure showcases the Honda Aircraft Company's 2008 HondaJet airplanes and aviation technology. The marketing collateral was used at airplane dealers, air shows and sent to potential customers to generate demand for the advanced light jet.

### **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 Celebrity Cruises, Honda Jet, Sony Electronics and Times Online. 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>.

#### Media Contact:

Gail Scibelli  
Sapient  
+1 305.581.0095  
[gscibelli@sapient.com](mailto:gscibelli@sapient.com)

###

#### Media Contact:

Tim Morin  
fama PR  
+1 617.758.4158  
[sapient@famapr.com](mailto:sapient@famapr.com)

*Sapient is a registered service mark of Sapient Corporation.*

#### Global Headquarters:

131 Dartmouth Street  
3<sup>rd</sup> Floor  
Boston, MA 02116  
United States

tel: +1 617 621 0200  
fax: +1 617 621 1300