



For Immediate Release

SINGAPORE AIRLINES SELECTS SAPIENT INTERACTIVE TO ELEVATE ONLINE EXPERIENCE

London, UK – September 24, 2009 – [Sapient](#) (NASDAQ: SAPE) today announced that its digital marketing services group, [Sapient Interactive](#), has been selected by Singapore Airlines to deliver the global relaunch of [singaporeair.com](#). Sapient Interactive will redesign Singapore Airlines' online brand identity and deliver a high-performing technology solution, including end-to-end digital commerce services, to enhance the online experience for Singapore Airlines' global customers.

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The new online brand experience will reflect Singapore Airlines' global reputation as one of the world's leading carriers by providing customers with a faster, more intuitive and easy-to-use online channel. Specifically, Sapient will streamline the shopping process so that customers can book tickets and other travel-related products in a single interaction. In addition, a core focus of the new site will be to provide a differentiated online customer experience through a comprehensive suite of self-service features and functionality designed for both new visitors as well as members of KrisFlyer, Singapore Airlines' frequent flyer programme.

Sapient will also work together with the airline to build a bespoke technology solution to power its global sites. The Service Oriented Architecture-based technology solution will provide Singapore Airlines with the long-term flexibility to dynamically scale in response to changing business needs.

Sapient was chosen following a highly competitive review process; its proven ability in delivering cohesive online strategies, creativity and expertise in technology services were key factors in Singapore Airlines' decision.

Nigel Vaz, vice president and head of Sapient Interactive Europe, comments, "We are excited about working with one of the most respected airlines in the world to create an online experience that will both strengthen its customer-centric focus and become a key sales channel for the future. Singapore Airlines is always at the forefront of the industry—and the website we are developing for them will maintain that position. Our appointment by Singapore Airlines is a testament to our ability to combine strategy, design and technology expertise to create immersive, profitable customer experiences for our clients."

About Singapore Airlines

When Singapore Airlines was formed in 1972, it operated a modest fleet of 10 aircraft to just 22 cities in 18 countries, most of which were in Asia. With a commitment to fleet modernization, product and service innovation and market leadership, the Airline quickly distinguished itself as a world-class carrier. Today SIA is internationally recognized as the world's leading airline and operates a modern passenger fleet of more than 100 aircraft. Its network, including Singapore Airlines Cargo and SilkAir destinations, covers 103 cities in 41 countries.



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In 2004, Singapore Airlines launched the world's longest non-stop commercial flight between Singapore and New York (Newark) using the A340-500 aircraft. In October 2007, Singapore Airlines made aviation history once again as the first to fly the world's largest passenger aircraft, the Airbus A380. This is synonymous with the carrier's efforts to be a leader in civil aviation.

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 Star Alliance, Sony Electronics, Times Online and Vodafone. 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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