



For Immediate Release

SAPIENT NAMED NUMBER ONE INTERACTIVE AGENCY IN THE UK FOR THIRD CONSECUTIVE YEAR BY *NEW MEDIA AGE*

London, UK, 1 October 2009 - [Sapient](#) (NASDAQ: SAPE) today announced that it has been named the number one interactive marketing agency in the United Kingdom for the third consecutive year in the annual ranking by New Media Age, the UK's only weekly magazine covering the business of interactive media. The results mark the fifth time that Sapient has led the Top 100 since the guide was launched in 2000.

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The top ranking recognises Sapient's unmatched ability to combine strategy, consumer insight, creative and technology innovation to develop fully immersive consumer experiences for leading brands. New client wins during 2009 include Visit Britain, Star Alliance, Singapore Airlines and Energy Saving Trust.

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Nigel Vaz, vice president and head of Sapient Interactive Europe, said, "The last 12 months have seen seismic shifts in the way brands engage with customers, and we are at the forefront of that change. Our ability to deliver compelling and creative multichannel strategies and experiences, our strong technology foundation and focus on measurement gives clients confidence that our campaigns will support and drive their organisations forward. Underpinning our success is the quality of people at Sapient, and to be named number one for the third successive year is testament to their talent, commitment and focus on helping our clients succeed."

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About Sapient Interactive

[Sapient Interactive](#), a division of [Sapient](#) (NASDAQ:SAPE), is the largest independent interactive agency in the world. Through combining strategy, creative and technology, the firm creates immersive multi-channel brand experiences that result in more profitable customer relationships and revenue growth for clients, including major brands such as Times Online, MTV, BSkyB, De Beers, Auto Trader, Vodafone and Epson Europe. Headquartered in Boston, Sapient Interactive operates across North America, Europe and Asia. For more information, please visit www.sapientinteractive.com.

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