



For Immediate Release

SAPIENT INTERACTIVE STRENGTHENS BOSTON LEADERSHIP

Company Appoints Top Industry Talent to Further Brand Experience Offering That Helps Clients Integrate Marketing and Commerce Strategies across Every Channel

BOSTON – November 9, 2009 – [Sapient Interactive](#), a division of [Sapient](#) (NASDAQ: SAPE), today announced three key appointments to its Boston headquarters. Joining the firm are Eric Healy as Vice President, Marketing Services; Matt Lindley as Director of Brand Experience and Innovation; and Barry Fiske as Creative Director. The three will be charged with expanding the firm’s marketing relationships with existing clients, growing agency-of-record business and furthering Sapient’s unique offering that combines brand strategy, creative excellence and digital innovation to create immersive, profitable consumer experiences.

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“The addition of Eric, Matt and Barry to our interactive marketing leadership gives clients access to best-of-breed integrated marketing expertise blended with Sapient’s 20-year track record for building some of the world’s most innovative and successful technology solutions,” said Sapient Senior Vice President Chris Davey. “In this new era of advertising, where consumers choose when, where and how to engage with brands, Sapient is well positioned to help companies looking to integrate their marketing and commerce strategies and capabilities across every channel.”

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Well-known to the Boston business community, Healy joins Sapient from Aegis, where he served as Executive Vice President, Corporate Development, responsible for all strategic partnership and investment activity for Aegis Media North America and Aegis’ digital marketing services arm, Isobar. Prior to that, he served as Senior Vice President, Director of Interactive at IPG-owned Mullen, where he developed the agency’s digital offering. His prior work experience also includes Arnold and Digitas, where he led the agencies’ interactive and retail practices, respectively.

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Prior to joining Sapient, Lindley served as Executive Vice President, Digital Executive Creative Director for Arnold. His entrepreneurial background includes having served as Founding Managing Director of Modernista!, as well as having launched LocaModa, an innovator in the mobile and digital signage space. He has also served as creative director of ZDNet, the online arm of Ziff Publishing.

Fiske joins Sapient from DDB in Los Angeles, where he served as Group Creative Director on Wells Fargo, Clearwire, APS, Tourism Australia, Epson and Wellpoint. Prior to that Fiske was Associate Creative Director on Infiniti and Nissan Automobiles at TBWA/Chiat/Day, where he created the work that launched vehicles like the I35, QX4, M45 and G35 Sport Coupe.



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About Sapient Interactive

[Sapient Interactive](#), a division of [Sapient](#), is the largest independent interactive marketing 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 Celebrity Cruises, Sony Electronics, HondaJet and Times Online. Headquartered in Boston, Sapient Interactive has operations throughout North America, Europe and Asia. For more information, go to www.sapientinteractive.com.

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