



FOR IMMEDIATE RELEASE

SAPIENT AND GEEZEO PARTNER TO DELIVER NEXT-GENERATION ONLINE BANKING SOLUTIONS

Partnership Enables Retail Financial Services Firms to Combine Best-of-Breed Personal Finance Tools with Digital Marketing Expertise to Redefine Community Banking

BOSTON – December 7, 2009 – [Sapient](#) (NASDAQ: SAPE) and [Geezeo](#), a diversified Internet banking provider, today announced that the two companies are partnering to help retail financial organizations enhance their digital offerings to build and foster a stronger community in today's multi-channel world. The partnership combines Geezeo's best-of-breed banking products for personal financial management and social media with Sapient's expertise in creating and implementing multi-channel digital marketing and commerce solutions that deliver immersive, profitable customer experiences.

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"We are excited to bring something truly unique to the market that will help to deepen customer relationships and scale to attract many new ones," said Alex Sion, vice president of digital strategy, Financial Services for Sapient. "Small to medium-sized financial institutions have, for the first time, an opportunity to leverage the latest interactive technologies and digital marketing channels to not only compete with but leapfrog larger competitors."

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"Social media should be integrated into financial institutions' websites and online banking platforms - not treated in a silo," said Shawn Ward, Geezeo CEO. "By joining forces with Sapient, we can help these firms to leverage a rich data environment to build relevant online dialog with their customers which is, quite frankly, a necessity as banks and credit unions work to rebuild trust with the American consumer."

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Clients of the partnership will have access to an affordable and sophisticated end-to-end marketing platform that evaluates a customer's activity history, profile information, personal financial management goals, and social network activities to provide personalized, value-added messaging that can be delivered across multiple channels, including online and mobile. Additionally, the marketing platform allows firms to place and serve ads, generate emails and alerts, and monitor and measure the effectiveness of each customer interaction – without requiring additional in-house marketing or digital expertise.

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"Geezeo's personal financial management solution provides our members with the convenience of account aggregation," said Margaret Wold, vice president of marketing at Stanford Federal Credit Union. "I am really excited about the data we'll be able to leverage as we look to enhance our member experience."

Sapient has partnered with several regional banks on their digital initiatives, including KeyBank, Union Bank, and Webster Bank.



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About Sapient Interactive

[Sapient Interactive](#), a division of [Sapient](#)'s Brand Experience business, is the largest independent interactive marketing services firm 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, Honda Jet, Sony Electronics, Travelers, and Times Online. Headquartered in Boston, Sapient Interactive has operations throughout North America, Europe and Asia. For more information, go to www.sapientinteractive.com.

About Geezeo

Founded in 2006, [Geezeo](#) offers Internet banking solutions including personal financial management (PFM), online community trust-based marketing, account access and bill payment. Geezeo's unique platforms help financial institutions develop online customer dialog while generating growth through customer acquisition and increased wallet share. For more information on the privately held company, visit www.geezeo.com.

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