



For Immediate Release

Sapient Releases Historical Financial Data for New Operating Segments

BOSTON – May 5, 2010 – Sapient (NASDAQ: SAPE) today released historical financial data related to the realignment of the company's operating segments. Beginning on January 1, 2010, Sapient began operating three segments that align with the company's go-to-market strategy comprised of SapientNitro, Sapient Global Markets and Sapient Government Services. SapientNitro combines multi-channel marketing, multi-channel commerce and the technology that binds them to help clients accelerate business growth and fuel brand advocacy. Sapient Global Markets provides services to today's evolving financial and commodity markets, helping clients grow and enhance their businesses. Sapient Government Services is focused on serving the company's U.S. government clients.

Investor Relations Contact:

Dean Ridlon
Sapient
tel: +1.617.963.1598
e-mail: dridlon@sapient.com

Media Contact:

David LaBar
Sapient
tel: +1.646.478.9846
e-mail: dlabar@sapient.com

The following data is provided for historical comparison and was calculated by allocating revenues and costs as if the company was managed in the new structure during 2009 and 2008. Prospectively the company will report its financial operating results under these three segments.

Global Headquarters:

131 Dartmouth Street
Boston, MA 02116
United States
tel: +1.617.621.0200
fax: +1.617.621.1300

(in thousands, except percentages)	Year Ended December 31,	
	<u>2009</u>	<u>2008</u>
SapientNitro		
Revenues	\$405,022	\$461,684
Contribution Margin (1)	\$115,467	\$144,311
Contribution Margin %	29%	31%
Sapient Global Markets		
Revenues	\$198,043	\$172,457
Contribution Margin (1)	\$65,316	\$62,328
Contribution Margin %	33%	36%
Sapient Government Services		
Revenues	\$35,819	\$28,271
Contribution Margin (1)	\$10,302	\$8,812
Contribution Margin %	29%	31%

(1) Reflects only the direct controllable expenses of each segment. It does not represent the total operating results for each segment as it does not contain an allocation of certain corporate and general and administrative expenses incurred in support of the segments and income taxes.



For Immediate Release

Webcast and Conference Call

Sapient will host a discussion of the financial data at 8:30 a.m. ET today, which will be broadcast live on the Internet. The dial-in information for the conference call is:

U.S.: **(866) 770-7129**
International: **(617) 213-8067**
Passcode: **76432631**

Investor Relations Contact:

Dean Ridlon
Sapient
tel: +1.617.963.1598
e-mail: dridlon@sapient.com

Please use the following link to access the live webcast of this event as well as an archive of the webcast:

<http://phx.corporate-ir.net/phoenix.zhtml?p=irol-eventDetails&c=65979&eventID=3064909>

Media Contact:

David LaBar
Sapient
tel: +1.646.478.9846
e-mail: dlabar@sapient.com

The link to the webcast will also be posted at:

<http://www.sapient.com/about+us/Investors.htm>.

Global Headquarters:

131 Dartmouth Street
Boston, MA 02116
United States
tel: +1.617.621.0200
fax: +1.617.621.1300

About Sapient

Sapient is a global services company that helps clients transform in the areas of business, marketing, and technology. The company operates three divisions that enable clients to gain a competitive advantage and succeed in an increasingly digital world. SapientNitro, Sapient Global Markets, and Sapient Government Services fuse insight, creativity, and technology to drive innovation and to help clients navigate complex business problems. Our approach is the subject of case studies used by MBA programs at Harvard and Yale. The company has operations in North America, Europe, and Asia-Pacific. For more information, visit

www.sapient.com

###

Sapient is a registered service mark of Sapient Corporation.