

FOR IMMEDIATE RELEASE

SapientNitro Awarded Two Cannes Cyber Lions

AutoTrader UK and Unilever Smile-Activated Vending Machine Take Home International Interactive Digital Honors

BOSTON – June 29, 2010 – [SapientNitro](#), part of Sapient (NASDAQ: SAPE), today announced that it has been awarded two Cyber Lions for its campaigns for AutoTrader UK and Unilever at last week's Cannes Lions 57th Annual International Advertising Festival, the most prestigious annual advertising awards show.

SapientNitro was awarded a Silver Cyber Lion for its development of an iPhone application for AutoTrader UK, the United Kingdom's leader for buying and selling used cars. The application allows people to take a picture of a car and immediately see the make and model, read reviews and compare prices.

A Bronze Cyber Lion was awarded to SapientNitro for its interactive work with Unilever. To innovate Unilever's ice cream vending machines, SapientNitro combined facial recognition, 3G technology and social media to create the world's first ever smile-activated vending machine.

"It's truly an honor to be awarded at Cannes and to be acknowledged for the innovative digital work we're doing with clients like AutoTrader UK and Unilever on a global level," said Gaston Legorburu, executive director and chief worldwide creative officer for SapientNitro. "The caliber of creativity at this year's festival has been truly inspirational, and to be recognized among the top agencies in the world is a testament to SapientNitro's ongoing commitment to bring a high standard of ingenuity and creativity to our clients and their brands."

Added Malcolm Poynton, chief European creative officer for SapientNitro: "We're thrilled that our work for two UK-based clients has been honored, and we thank them for continuing to trust us with their brands."

The Cannes Lions International Advertising Festival is the largest gathering of worldwide advertising professionals and advertisers, as well as the most prestigious annual advertising awards. Each year, more than 10,000 visitors from the advertising and allied industries attend this event to celebrate the best of creativity across all media mix, and more than 25,000 ads from all over the world are showcased and judged at the Festival.

About SapientNitro

[SapientNitroSM](#), part of Sapient®, is the world's first customer experience company. We create and engineer highly relevant experiences that accelerate business growth and fuel brand advocacy for our clients. By combining multi-channel marketing, multi-channel commerce, and the technology that binds them, we influence customer behavior across the spectrum of content, communication and commerce channels, resulting in deeper, more meaningful relationships between customers and brands. SapientNitro services global

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leaders such as Citi, The Coca-Cola Company, Mars, Singapore Airlines, Target, and Vodafone through our operations in North America, Europe, and Asia-Pacific. For more information, visit www.sapientnitro.com or follow us on Twitter [@sapientnitro](https://twitter.com/sapientnitro).

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