



For Immediate Release

**SAPIENT'S INTERACTIVE MICROSITE FOR ROCK AND ROLL HALL OF FAME
LETS FANS TAKE CENTER STAGE TO HONOR 2009 INDUCTEES**

*Rock Immortal Invites Fans to Create and Share an Online Digital Monument to their
Favorite 2009 Inductees, Leading up to the April 4 Induction Ceremony*

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BOSTON – March 19, 2009 – In preparation for the upcoming 2009 Rock and Roll Hall of Fame Induction Ceremony, [Sapient](http://www.sapient.com) (NASDAQ: SAPE) today announced that it designed, produced and developed an interactive micro-site to fuel fan excitement and drive awareness of special pre-ceremony concerts and events. Rock Immortal, located at www.rockimmortal.com, invites fans to upload images, videos and stories in tribute to their favorite 2009 Rock and Roll Hall of Fame inductee. These fan-generated tributes become part of a real-time digital monument that can be viewed and shared with other rock and roll music lovers through social media sites such as Facebook, Twitter, MySpace and more. The site also introduces fans to the larger mission of the Rock and Roll Hall of Fame and Museum (www.rockhall.com) and delivers up-to-the-minute information on events leading up to the 2009 Rock and Roll Hall of Fame Induction Ceremony, which will be held in Cleveland, OH on April 4, 2009.

"Behind every successful artist is a multitude of passionate fans—and what Sapient has helped us accomplish is to give rock and roll fans the opportunity to express this passion," said Todd Mesek, vice president of marketing and communications, Rock and Roll Hall of Fame. "With Rock Immortal, Sapient has leveraged their expertise to create a living, breathing digital monument that allows fans to participate in the Rock and Roll Hall of Fame and Museum's mission to tell the story of the significance of rock and roll music in our lives."

Creating a 3-D Digital Monument

In designing www.rockimmortal.com, Sapient's team of motion graphic and 3D artists wanted to create a rich interactive experience to engage and enlist the passion of rock and roll fans. Built using Flash technology with PaperVision3D, the site is a virtual real-time shrine that fans can explore, contribute to and share with friends around the world. Video tributes can be created in social sites such as YouTube or Flickr and then added to the monument by posting a simple URL. Each new tribute represents a unique visual addition to the digital monument, which encourages fans to continue checking in as well as solicit other tributes.

"Rock Immortal is not only a culmination of cutting-edge creative and 3D technology—it represents the next stage in art appreciation, where fans—not just the artists and the critics—play an active role in the discussion. We're extremely proud to support the Rock and Roll Hall of Fame and especially thrilled to contribute to a piece of rock and roll history," Said Gaston Legorburu, chief creative officer, Sapient.



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About the Rock and Roll Hall of Fame and Museum

The Rock and Roll Hall of Fame and Museum is the nonprofit organization that exists to educate visitors, fans and scholars from around the world about the history and continuing significance of rock and roll music. It carries out this mission both through its operation of a world-class museum that collects, preserves, exhibits and interprets this art form and through its library and archives as well as its educational programs.

The Museum is open seven days a week from 10 a.m. to 5:30 p.m. On Wednesdays, the Museum is open until 9 p.m. Museum admission is \$22 for adults, \$17 for seniors (65+), \$13 for youth (9-12) and \$18 for adult residents of Greater Cleveland. Children under 8 and Museum members are free. The Museum is generously funded by Cuyahoga County residents through Cuyahoga Arts and Culture. When you become a member of the Rock and Roll Hall of Fame and Museum, the world of rock and roll becomes yours to explore. Call 216.515.1939 for information on becoming a member. For general inquiries, please call 216.781.ROCK, or visit www.rockhall.com.

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About Sapient Interactive

Sapient Interactive, a division of Sapient (NASDAQ:SAPE), is one of the largest and most innovative interactive marketing and technology services firms in the world. It creates immersive and memorable multi-channel brand experiences that deliver measurable results for clients—including major brands such as Sony Electronics, Honda Jet and Times Online. One of the only firms to intelligently integrate strategy, creative, advertising, media services, analytics and technology expertise under one roof, Sapient Interactive offers unparalleled experience in emerging channels including social media, mobile devices such as the iPhone, digital in-store displays, self-service kiosks and traditional media. Headquartered in Boston, Sapient Interactive has operations in 22 major cities throughout North America, Europe and Asia. For more information, please visit <http://sapientinteractive.com>.

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