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## Sapient Expands Its Interactive Practice With Strategic Group Hire

Group Hire Brings Key Marketing, Development and Design Experts from Award-Winning Independent Interactive Agency iChameleon to Sapient  
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**CAMBRIDGE, Mass. – May 19, 2008** – Sapient (NASDAQ: SAPE) announced today it has expanded its award-winning Interactive business with a strategic group hire that brings cutting-edge marketing, development and design talent to its team. The company's decision was driven by the rapidly increasing client demand for Sapient's unique breadth of interactive marketing services. The new hires come to Sapient from the highly respected independent interactive agency, iChameleon Group, based in Hollywood, FL.

"We are thrilled to be adding this phenomenally talented and creative group of people to our Interactive team," said Sapient Chief Creative Officer Gaston Legorburu. "Client demand is accelerating the need to grow, but it's absolutely essential that we do so with people who share our passion for revolutionizing the dialog between a brand and its consumers. These are some of the most sought-after specialists in the industry—and by bringing them into Sapient, we are increasing our ability to continue to deliver rich interactive experiences for our clients."

The group hire comprises primarily producers, art directors, Flash developers, sound designers and video editors from iChameleon, which is renowned for providing custom interactive development and execution for some of the largest and best recognized brands in the world.

### About Sapient

Sapient, a global services firm, operates two groups—Sapient Interactive and Sapient Consulting—that help clients compete, evolve and grow in an increasingly complex marketplace. Sapient Interactive provides brand and marketing strategy, award-winning creative work, web design and development and emerging media expertise. Sapient Consulting provides business and IT strategy, process and systems design, package implementation and custom development, as well as outsourcing services such as testing, maintenance and support.

Sapient's passion for client success—evidenced by its ability to foster collaboration, drive innovation and solve challenging problems—is the subject of case studies on leadership and organizational behavior used by MBA students at both Harvard and Yale. Leading clients, including BP, Essent Energie, Hilton International, Janus, Sony Electronics and Verizon, rely on the company's unique approach to drive growth and market momentum. Headquartered in Cambridge, Massachusetts, Sapient operates across North America, Europe and India. For more information, please visit [www.sapient.com](http://www.sapient.com).

[source: [Sapient PR](#), May 19, 2008]