

**For Immediate Release**

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**SapientNitro Named to Top 100  
Best Companies To Work For in Florida**

**MIAMI, August 2, 2010**—[SapientNitro](#), part of Sapient®, has been named one of Florida's Best Companies To Work For as a result of judging by a panel and an employee-wide survey. One hundred companies were recognized in small, medium and large company categories. The rankings – the second annual statewide Best Companies list – appear in the August issue of *Florida Trend* and on [FloridaTrend.com](#).

"Companies that retain the best employees with strong workplace programs are frequently the very same companies that serve their clients exceptionally well," says *Florida Trend* Publisher Andrew Corty. "It's our pleasure to recognize these great companies and encourage others to join them in building Florida's competitive advantage."

The *Best Companies To Work For* in Florida program was created by *Florida Trend* and Best Companies Group and endorsed by the HR Florida State Council.

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Companies that chose to participate in the Best Companies To Work For in Florida process underwent a two-part survey process. The first part consisted of evaluating each company's workplace policies, practices, philosophy, systems and demographics. The second part consisted of an employee survey to measure employee satisfaction. The combined scores determined the top companies and the final ranking. Best Companies Group managed the overall registration, survey and analysis process and determined the final rankings. To be considered for participation, companies or government entities had to employ at least 15 workers in Florida and be at least a year old.

Led by Gaston Legorburu, SapientNitro employs approximately 300 people in offices in South Beach, Palmetto Bay, and the Falls. Combining strategists, creatives, and technologists, SapientNitro's Florida staff has won major awards for clients such as Coca-Cola, Crystal Cruises, and Rock 'n Roll Hall of Fame.

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**About Florida Trend**

*Florida Trend* magazine was recently named the nation's best regional magazine and is committed to providing the excellent, forward-looking, and in-depth reporting on business, finance and public policy in Florida. *Florida Trend* reaches more than 150,000 business executives, government officials and civic leaders. In addition, the magazine's website reaches approximately 75,000 unique visitors monthly. For more information, please visit [www.FloridaTrend.com](http://www.FloridaTrend.com).

**About Best Companies Group**

Best Companies Group works with national and local partners around the country and in Canada to establish and manage "Best Places to Work," "Best Companies," and "Best Employers" programs on a national, statewide and regional basis. Through its thorough workplace assessment, utilizing employer questionnaires and employee-satisfaction surveys, BCG identifies and recognizes companies that have been successful in creating and maintaining workplace excellence. For more information, please visit [www.BestCompaniesGroup.com](http://www.BestCompaniesGroup.com).



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### **About SapientNitro**

[SapientNitro](#)<sup>SM</sup>, 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 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](http://www.sapientnitro.com) or follow us on Twitter [@sapientnitro](#).

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