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Webster Bank Names SapientNitro as Marketing Agency of Record

WATERBURY, Conn., April 3, 2013 – Webster Bank ([NYSE: WBS](#)), a leading regional bank serving businesses and consumers from Westchester County, N.Y. to Boston, Mass., today announced that it has selected SapientNitro (www.sapientnitro.com), part of Sapient (NASDAQ: SAPE), as its marketing agency of record. Headquartered in Boston, SapientNitro uniquely integrates brand communications, digital engagement, and omni-channel commerce to help its clients around the world redefine how they engage today's connected consumers.

SapientNitro was chosen based on its long-term partnership and track record with the bank. As agency of record, SapientNitro's scope of services will expand to include the entire spectrum of brand communications and marketing services, including research and strategy development, website development, rich media and online creative, broadcast production, print and radio advertising, media planning and buying.

“Through our years of partnership with SapientNitro, it is clear that they truly appreciate the value we place on building and maintaining long-lasting relationships with our customers and community partners. Our vision for expanding relationships through deepening our relevance with today's increasingly connected customers requires a partner that can both conceive and execute integrated brand experiences for a multi-channel world,” said Michelle Crecca, executive vice president, chief marketing officer. “SapientNitro is that partner; their unique ability to blend creative, strategy and digital capabilities will ensure we are delivering on our promise and providing the ultimate Webster service experience no matter where our customers choose to engage with us.”

SapientNitro began working with Webster in 2007, initially providing web design and technology services. Over the years, the partnership expanded to include integrated interactive marketing and digital strategy and ultimately led to SapientNitro's selection as agency of record, following a review.

“It is incredibly exciting to see Webster, one of the region's oldest and most-respected retail financial institutions, take such an innovative approach to evolving their customer experience and services,” said Chris Davey, senior vice president and managing director for SapientNitro. “As technology continues to redefine consumer behavior, it is forcing the need for large-scale transformation in how banks do business. We look forward to helping Webster continue to push the boundaries in redefining how they engage with and serve an always-on customer.”

About Webster

Webster Financial Corporation (NYSE: WBS) is the holding company for Webster Bank, N.A. With \$20 billion in assets, Webster provides business and consumer banking, mortgages, financial planning, trust and investment

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services through 168 banking offices; 294 ATMs; telephone banking; mobile banking; and the Internet. Webster Bank owns the asset based lending firm Webster Business Credit Corporation; the equipment finance firm Webster Capital Finance Corporation; and provides health savings account trustee and administrative services through HSA Bank, a division of Webster Bank. Member FDIC and equal housing lender. For more information about Webster, including past press releases and the latest annual report, visit the Webster website at www.websterbank.com or follow us on LinkedIn <http://linkedin.com/company/webster-bank> and Twitter <https://twitter.com/WebsterBank>.