

Press contacts:

Christel Lerouge
Tel.: +33 (0)1 47 54 50 76
E-mail: christel.lerouge@capgemini.com

Elena Frigeri
+44 (0)870 195 1055
E-mail: elena.frigeri@capgemini.com

Capgemini launches new global 100% Web-based campaign

Paris, May 18, 2009 – In launching its new global media campaign exclusively on the Internet, Capgemini, one of the world’s foremost providers of consulting, technology and outsourcing services, aims to leverage the wealth that the web offers to reinforce its brand awareness and support its sales drive. This new campaign will continue to carry the slogan *“Together. Free your energies”* launched in 2007, at the same time conveying messages that are adapted to the current economic context and to the challenges facing companies today. An investment of €5 million will be made to secure the company’s presence on generic, business and specialized web sites throughout the Group’s six major countries – France, Germany, the United Kingdom, The Netherlands, the United States and India – from May to July.

“Capgemini is one of the rare companies in its sector of activity to regularly invest in reinforcing its brand. After successfully highlighting our differentiators last year with a multi-cultural and illustrative campaign with tailored illustrations for Europe, North America and India, we are now launching an exclusively web-based campaign which aims to fully leverage this targeted and interactive source. We believe that by reinforcing the dialogue with current and potential clients and promoting our content and offerings, we are demonstrating our ambition to win market share and win our way through the current downturn,” said Philippe Grangeon, Group Marketing & Communications Director at Capgemini.

Messages adapted to the economic context

Within this new campaign, developed with Publicis, Capgemini positions itself as the best partner for its clients in the downturn. Firstly, by responding to clients’ expectations in terms of cost control, while at the same time enabling them to evolve: *“Lower your costs, raise your potential. Discover how with Capgemini’s solutions”*. And by helping them prepare for the recovery: *“Either wait for the upturn... or get ready for it.. Move ahead with Capgemini’s teams.”*

Specific and concrete solutions are associated with each of these generic messages:

- The Rightshore® delivery model meets the first priority: *“Balance costs and added value. Double your possibilities with Capgemini’s Rightshore model”*. By proposing to clients the best balance between

services delivered in centers that are culturally and/or geographically close to client offices as well as services delivered in more distant centers. Depending on client needs, Capgemini combines quality, competitiveness and innovation to offer a tailored solution to its clients.

- The TechnoVision approach is proposed in response to the second priority: « *Either wait for the upturn... or get ready for it. Shape your business's future with Capgemini. Discover the TechnoVision approach* ». This methodology enables Capgemini to identify the information technologies best adapted to the challenges faced by its clients, both during and after the downturn.

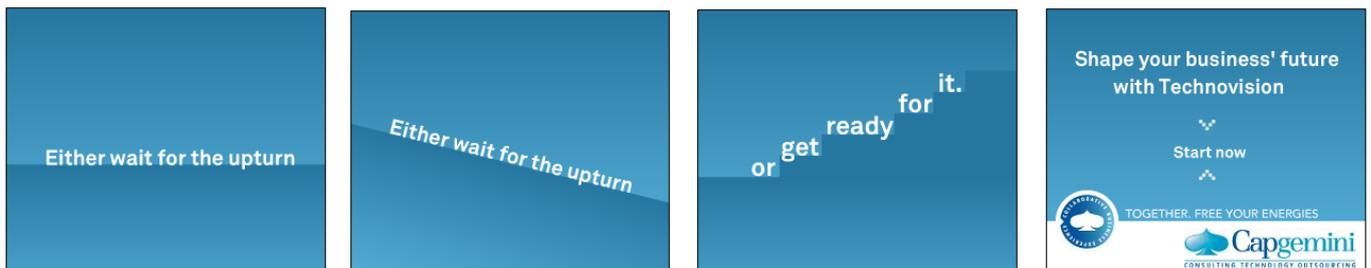
Other Capgemini offerings and solutions will also be promoted throughout the campaign.

The choice of a 100% web-based campaign

For this new media wave, Capgemini, which has made use of the internet in all of its previous campaigns, benefits from a regular and dominant presence with 25 percent minimum share of voice and over 200 million media banners on more than 80 generic, business and specialized internet sites in the Group's six main countries: France, Germany, the United Kingdom, The Netherlands, the United States and India..

In addition to the generic and more specialized media banners linking to the Group's web sites, Capgemini has created a strong e-mail campaign in partnership with well-known news sites such as the *Wall Street Journal* in the different countries, as well as Search Engine Marketing functions with Google. A selection of Group thought leadership and sector studies will also be downloadable on different websites.

Finally, as of June, Capgemini will launch a series of films, again on the Internet, that illustrate the main challenges facing clients in the current economic climate and the responses that Capgemini can bring.



About Capgemini

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, enables its clients to transform and perform through technologies. Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working, the Collaborative Business Experience™. The Group relies on its global delivery model called Rightshore®, which aims to get the right balance of the best talent from multiple locations, working as one team to create and deliver the optimum solution for clients. Present in more than 30 countries, Capgemini reported 2008 global revenues of EUR 8.7 billion and employs over 90,000 people worldwide.

More information is available at www.capgemini.com.

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COMPLEMENTARY INFORMATION

Capgemini:

Director of Group Marketing & Communications: Philippe Grangeon

Brand Manager: Thierry Velut

Web Manager: Kristine Drullion

Publicis Conseil: Campaign

Chairman: Arthur Sadoun

Managing director: Charles Georges-Picot

Group account director: Alberto Scorticati

Account manager: Elodie Chicheportiche

Strategic planning: Valérie Henaff / Christel Engelvin

Creative director: Hervé Riffault

Art director: Estelle Pinet

Copywriter: Sébastien Aimé / David Mc Donald

Publicis Dialog: Campaign

Business director: David Gompel

Project director: Thierry Marques