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## SAPIENT BUYING NITRO GROUP



Tech and marketing firm Sapient will buy New York's Nitro Group, an independent ad agency, for \$50 million. The purchase will give Sapient's interactive division access to the traditional advertising market, and aid expansion into Asia. Nitro clients include Mars, ConAgra, Volvo, Nike and Foot Locker. Sapient is an interactive and professional services company based in Boston, Massachusetts. Alan Herrick is the company's current CEO. It has offices in North America, Europe, and India, and currently employs more than 6,500 people in 23 locations around the world.

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