



Sapiens' stated focus on the insurance market and recent Harcase acquisition prompt new corporate ID

Restructured corporate branding includes new tagline, logo, website, and collaterals

Cary, North Carolina, May 20, 2010 – Sapiens International Corporation N.V. (NASDAQ and TASE: SPNS), a global provider of insurance software solutions, today announced its new corporate brand to reflect the company's evolution and renewed focus on the insurance market. The fresh branding includes a new logo, redesigned website and collateral, and the company's new tagline *Experience Innovation Insurance* which emphasizes Sapiens' insurance industry focus.

The new corporate identity is a logical next step following the recent acquisition of Harcase/Octello, a provider of P&C policy administration solutions, coupled with the expansion of Sapiens' presence in the U.S. market. The recent initiatives support Sapiens' strategy to become a vendor of choice in the U.S. insurance market, while also expanding the company's global insurance market presence.

Over the past years Sapiens has gone through reorganization and restructuring efforts in order to successfully deliver on the company's new insurance industry vision. Leveraging past insurance successes, acquiring Harcase's innovative RapidSure policy administration suite, continued investment in product development and building a market driven operation will enable Sapiens to meet its business goals.

"We are proud to introduce the new Sapiens look and feel. The fresh identity is a visual representation of our further commitment to the insurance industry. Our tagline, *Experience Insurance Innovation*, was chosen to represent the three key themes of our market and product strategy", said Roni Al-Dor, President and CEO of Sapiens. "The innovative approach to insurance solutions, supported by our insurance domain and delivery expertise, is the cornerstone of our strategy. We look forward to sharing our new client success stories and new product development deliverables in the near future."

About Sapiens International

Sapiens International Corporation N.V. is a leading global provider of business solutions for the insurance industry, helping modernize business processes and enabling insurance organizations to adapt quickly to change. Sapiens' innovative insurance software solutions are widely recognized for their ability to cost-effectively align IT with the business demands for speed, flexibility and efficiency. Sapiens operates through its subsidiaries in North America, the United Kingdom, EMEA and Asia Pacific. Sapiens International Corporation N.V. is publically traded in NASDAQ and TASE under the symbol SPNS. For more information, please visit <http://www.sapiens.com>.

Except for historical information contained herein, the matters set forth in this release are forward-looking statements that are dependent on certain risks and uncertainties, including such factors, among others, as market acceptance, market demand, pricing, changing regulatory environment, changing economic conditions, risks in new product and service development, the effect of the Company's accounting policies, specific system configurations and software needs of individual customers and other risk factors detailed in the Company's SEC filings.

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