

10 March 2010

**Imaginatik plc
("Imaginatik" or the "Company")**

Directors' Shareholding

Imaginatik plc (AIM: IMTK), a provider of collaborative innovation software and processes, announces that it was notified yesterday that on the same day, Matt Cooper, Non-Executive Chairman of the Company, purchased 1 million ordinary shares of 0.0625 pence each in the Company ("Ordinary Shares") from Mark Turrell, Chief Executive Officer of the Company, at a price of 4 pence per Ordinary Share.

Following this transaction, Mr Turrell's beneficial interest in the Company (including the Ordinary Shares of his wife, Dr Yvonne Lindow) is 76,819,415 Ordinary Shares, representing 48.25 per cent. of the issued share capital of the Company, and Mr Cooper's holding is 1,478, 588 Ordinary Shares, representing 0.92 per cent. of the issued share capital of the Company.

Matt Cooper, Chairman of Imaginatik plc commented, "Imaginatik has proven its ability to solve problems for some of the world's largest companies, harnessing the brain power of their thousands of employees in a manner previously impossible without the use of sophisticated technology. Having been in this space for over a decade, Imaginatik is a leader in its market and as the industry around it gains momentum, so its opportunity continues to grow."

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About Imaginatik

Imaginatik is a leading provider of Collective Intelligence solutions, including Collaborative Innovation, Open Innovation and Idea Management technology and services. Some of the world's leading companies use Imaginatik's Idea Central software platform to identify and develop the important ideas and strategies that will drive the future of their business. For more than 10 years, Imaginatik has helped customers including CSC, Pfizer, Boeing, Chubb and Cargill achieve outstanding results with the experience of its consulting team and highly configurable web-based software.

Imaginatik is a public company whose shares are traded on the AIM market of the London Stock Exchange (LSE:IMTK.L) and a World Economic Forum Technology Pioneer with offices in Boston, MA, and London, UK. In 2009, Imaginatik was named as one of the 500 fastest growing technology companies in the EMEA region by Deloitte. Imaginatik is committed to ongoing research into the nature of human networks, innovation and collective intelligence. The Company collaborates with several academic institutions including the IXL Center at Hult International Business School.

For further information please visit <http://www.imaginatik.com>