

10 September 2009

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

Contract Win

Imaginatik plc (AIM:IMTK), a leading provider of enterprise collaborative software and processes, is pleased to announce the signing of a contract with one of the world's leading land equipment manufacturers. The US-based customer has a long track record of innovation and will be employing Idea Central to support enterprise crowdsourcing and collaborative problem-solving around the issue of sustainability.

Mark Turrell, CEO of Imaginatik, commented, "We are delighted to enter the equipment manufacturing industry with such a prestigious company, demonstrating the relevance of Idea Central to businesses of many kinds. We continue to see a high demand for our software and services and are excited about the growing potential of Imaginatik."

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About Imaginatik

Imaginatik is a leading provider of web-based enterprise collaboration software. Imaginatik's core software, Idea Central, is designed to help companies focus on idea generation towards strategic business objectives, and to share, develop and review those ideas across the organisation. Some of the world's largest organisations such as Merck, Dow, Chevron, General Electric and Cargill use Imaginatik's software, consulting and leading-edge research to enable their best-of-breed innovation, cost-reduction and process improvement activities.

Having been named as a World Economic Forum Technology Pioneer and a finalist for the IBM Lotus Awards in the Best Industry Solution category, Imaginatik's software and consulting services have helped clients discover significant sources of additional revenue, as well as tangible cost savings. Imaginatik is also committed to developing strategic solutions in the field of innovation, working with academic institutions such as the Hult Business School in Boston, and the Cass School of Business, London, as well as leading practitioners of corporate innovation.

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