

11 October 2010

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

Contract Extension

Imaginatik plc (AIM: IMTK.L), a leading provider of idea management software and innovation consultancy, is pleased to announce that it has signed a contract extension with Pfizer, Inc., one of the world's leading pharmaceutical companies. This contract extension builds on an existing annual agreement for Open Innovation with Pfizer and increases the annual recurring license fee.

Matt Cooper, Executive Chairman of Imaginatik, commented "We are pleased to have again extended our relationship with Pfizer, a long standing customer of and investor in Imaginatik. We look forward to continuing our work with Pfizer and further supporting its innovation programme within its Research and Development division."

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About Imaginatik

Imaginatik provides Innovation and idea management solutions to companies such as The Chubb Group of Insurance Companies, Boeing, Pfizer, Xerox, Goodyear and Cargill. Few companies possess the internal capability to consistently generate fresh ideas, identify those worth pursuing and reliably transform them into real, value-enhancing assets. This is Imaginatik's area of expertise.

Imaginatik provides customers with strategic consulting, the award-winning Idea Central technology solution and an experienced, results-oriented innovation consulting team.

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. In 2009, Imaginatik was named as one of the 500 fastest growing technology companies in the EMEA region by Deloitte.

For more information visit www.imaginatik.com.