

13 November 2009

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

Contract Win

Imaginatik plc (AIM:IMTK), a provider of collaborative innovation software and processes, is pleased to announce that it has signed a multi-year services and software contract with a leading global financial services organisation. No financial details have been disclosed due to the commercially sensitive nature of the contract.

Imaginatik's software, Idea Central, will be used by the customer to place innovation at the core of its business. Our specialised services and software allows the customer to use collective intelligence internally for employees and outside for open innovation to grow their business.

Mark Turrell, CEO of Imaginatik, commented, "We are excited to have the opportunity to assist in this innovation programme for one of the world's leading financial services organisations. Our research-based, scalable technology and superior consultancy services will allow the customer to hone in on the collective intelligence of both their internal and external audiences, collaboratively driving the future growth of the business. We are experiencing a renewed interest in innovation, particularly within the financial services industry."

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About Imaginatik

Imaginatik is the 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 our 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. 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.

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