

13 October 2011

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

**Contract Extension with Leading US Insurer**

Imaginatik plc (AIM: IMTK), a leading provider of innovation management software and consultancy, is pleased to announce it has won a significant contract extension with an existing customer with a value of approximately \$0.95m. The customer is one of the leading auto, property and casualty insurance companies in the US. [The original contract with the customer was awarded in September 2009.]

The customer will continue to utilise Imaginatik's software and services to support its enterprise-wide innovation programme focused on cost-reduction, process improvement and product development. Imaginatik's newly enhanced product platform, Innovation Central, will enable the customer's 140,000 employees and network of agents to continue to participate in its highly successful innovation programme.

**Matt Cooper, Executive Chairman of Imaginatik, commented,** "We are delighted to have secured the extension of this significant contract which is a testament to the quality of our offering and demonstrates the value customers place on our services. This is further evidence that the turnaround of the Company remains firmly on track and gives us confidence on the long-term prospects of Imaginatik."

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**About Imaginatik**

Imaginatik provides Innovation and Idea management solutions comprised of consultancy, software and program management to deliver innovation outcomes to companies such as The Chubb Group of Insurance Companies, Boeing, Pfizer, Goodyear, Paccar, Kellogg 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 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](http://www.imaginatik.com).