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Imaginatik PLC ("Imaginatik" or the "Company")

Pharmaceutical Contract Win

14 January 2009

Imaginatik plc (AIM: IMTK), a leading provider of cost reduction, process improvement and collaborative innovation software and processes, is pleased to announce it has secured an annual contract with one of the world's leading pharmaceutical companies.

The annual contract, for 5,000 seats, is further evidence of the Company's strong presence within the pharmaceutical industry with the new client joining the likes of Pfizer, Merck, Novartis and Solvay on Imaginatik's client list. Imaginatik now provides its collaborative software to six of the world's top pharmaceutical companies, assisting those companies in harnessing the knowledge of their thousands of employees to identify potential new products, areas of cost-reduction and process enhancements.

Under the terms of the contract, Imaginatik will be implementing its core product, Idea Central, across a number of divisions within the client, including Research, Prescription Medicine and IT. Idea Central will play a key role in delivering process and product improvement within these divisions.

A spokesperson for the client commented, "In furthering our emphasis on Value through Innovation, Imaginatik's Idea Central provided a focal point for idea generation and sharing, streamlined our reviewing process, and served as a vehicle for ongoing communication. We found Imaginatik's software and services to be particularly effective."

Mark Turrell, CEO of Imaginatik plc commented, "We are delighted to see the investment placed on strengthening our sales team being rewarded with significant annual contract wins which add to our increasingly impressive recurring revenue figure. This contract also once again demonstrates the value of our collaborative software to the pharmaceutical industry and we are confident that this will continue to be an excellent vertical for Imaginatik going forward."

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About Imaginatik

Imaginatik is the leading provider of cost reduction, process improvement and collaborative innovation software and processes to the world's leading companies. More than 100 clients

rely on Imaginatik's software, consulting and research to enable their best-of-breed innovation activities.

Named as a World Economic Forum Technology Pioneer for 2008 and a finalist for the IBM Lotus Awards 2008 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, process improvements and increased product pipeline. Imaginatik is also committed to developing strategic solutions in the field of innovation, working with academic institutions such as the London Business School and the Cass School of Business, London, as well as leading practitioners of corporate innovation.

For further information please visit www.imaginatik.com