

17 December 2009

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

**Imaginatik signs multi-year contract with global consumer products company**

Imaginatik plc (AIM:IMTK), a provider of collaborative innovation software and consulting services, is pleased to announce that it has signed a significant five year software and services contract with a global consumer products company. No financial details have been disclosed in line with the customer's company policy.

The contract builds on an annual agreement that started in 2007. Since this time Imaginatik has enabled the customer to identify and realise millions of dollars of return from cost reduction initiatives, process improvements, supply chain innovation and new business generation, all supported with Imaginatik's Idea Central software and professional services.

**Mark Turrell, CEO of Imaginatik**, commented, "CEOs of the world's leading companies know that innovation remains key to profitable growth. We are delighted to be extending our current agreement with one of the world's best known consumer product companies to support its innovation initiative, both for internal innovation and for open innovation. Imaginatik continues to be the leading provider of enterprise-scale innovation systems. We look forward to the remainder of the year and beyond with confidence."

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**About Imaginatik**

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