

17 March 2011

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

**Contract Wins**

Imaginatik plc (AIM: IMTK.L), a leading provider of innovation management software and consultancy, is pleased to announce that it has secured three new contract wins. No financial details have been disclosed.

Imaginatik has signed two new customers on pilot projects, both of which include an initial three month agreement. One is with a specialty chemicals company that serves the transportation, industrial and consumer markets and the second is with a leading US based commercial and personal insurance company.

In addition, Imaginatik has signed a further Innovation-as-a-Service ("IaaS") contract with an existing client. The client, a leading global financial services organisation, will see Imaginatik implement and run a number of innovation events, further building on the successes achieved from the client's existing services and software contract.

**Matt Cooper, Executive Chairman of Imaginatik**, commented: "These contract wins demonstrate further the growing momentum of our sales pipeline, both in terms of new customer wins and a further upsell into our existing customer base. We are delighted to have signed two new customers for pilot projects which we hope to convert to annual licences following the pilot project completion."

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**About Imaginatik**

Imaginatik provides Innovation and Idea management solutions comprised of consultancy, software (Idea Central) 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).