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

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### Imaginatik Expands Innovation Software Contract with Chubb

Imaginatik plc (AIM: IMTK), a leading provider of cost reduction, process improvement and collaborative innovation software and processes, is pleased to announce it has signed a contract extension with The Chubb Corporation (NYSE: CB), the major global provider of property and casualty insurance products and services.

Chubb is now using Imaginatik's core software, Idea Central, to capture and help develop innovative business ideas throughout its workforce. Chubb also is using the online software tool to collaborate with suppliers, agents and brokers on the development of innovative products, services, cost savings and other concepts.

"Chubb has long been a leader in developing innovative products and services that help our customers manage emerging risks. We are always investing in new tools and processes that facilitate collaboration on innovative concepts across our enterprise," said Jon Bidwell, senior vice president of global innovation for Chubb. "Using Idea Central, we recently held a successful global innovation event, which is helping spur the development of insurance products and services that meet previously unaddressed needs."

Mark Turrell, CEO of Imaginatik plc, commented, "We are delighted to be able to announce another significant contract win in 2009. This extension with Chubb is an excellent example of Imaginatik's growing ability to expand its customer relationships and provides strong evidence that Idea Central facilitates collaboration among internal stakeholders and external suppliers, agents and partners in the innovation process."

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About Chubb

The Chubb Corporation is a holding company for a family of property and casualty insurance companies informally known as the Chubb Group of Insurance Companies. The multi-billion dollar organization provides insurance and services to personal and commercial customers worldwide through 8,500 independent agents and brokers. Chubb's global network includes branches and affiliates in North America, Europe, Latin America, Asia and Australia.

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](http://www.imaginatik.com)