

19 October 2011

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

Launch of Results Engine

Imaginatik plc (AIM: IMTK), a leading provider of enterprise innovation management software and consultancy, announces the release of Results Engine, the industry's most comprehensive innovation portfolio reporting and management capability. Fully integrated into Imaginatik's award winning Innovation Central platform, this cloud-based tool enables the management and tracking of multiple innovation projects across an enterprise while providing a system for the calculation of return on investment.

Results Engine enables ideas initially generated within Innovation Central to become fully-fledged innovation projects, providing transparency into the innovation process by keeping track of all actions performed on those ideas, and increasing accountability by providing a measurable system for idea implementation. With Results Engine, a company's leadership can therefore chart its innovation portfolio across the enterprise and tie metrics on business value back to innovation projects and the ideas that created them, thereby calculating their return on investment. In addition, specific teams or individuals benefit from rewards and recognition.

Presently in beta trials with several current clients, Results Engine will be available on Tuesday 1 November 2011.

Matt Cooper, Executive Chairman of Imaginatik, commented, "We believe the lack of transparency within organisations regarding the results of innovation projects has previously been a barrier to sustained funding and the achievement of results. With the launch of Results Engine we have effectively removed that barrier. Aimed not at innovation experts but at sponsors and champions of innovation initiatives, Results Engine provides clear insight into the progress of innovation projects across an organisation and the return on investment made into those projects. This innovative product launch is further evidence of the revitalisation of Imaginatik in recent months and underlines our commitment to leading the innovation management market."

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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.