



22 February 2010

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

**Windsor Foods Selects Imaginatik for Collaborative Innovation**

Imaginatik plc (AIM:IMTK), a provider of collaborative innovation software and processes, is pleased to announce the signing of a multi-year software and services contract with The Windsor Quality Food Company Limited ("Windsor Foods"), a leading U.S.-based manufacturer and marketer of frozen ethnic foods and appetizers. Imaginatik will supply Windsor Foods with its newly launched Idea Central Version 10 and Professional Services to help the company greatly enhance its internal innovation culture and to build an Open Innovation program with suppliers and customers. Named Vendor of the Year by the U.S. Food Service in 2009, Windsor Foods has 27 state-of-the-art production lines in nine FDA-approved manufacturing plants located in six U.S. states.

No financial information has been disclosed due to the commercially sensitive nature of the contract.

**Mark Turrell, CEO of Imaginatik**, commented, "Building on our experience in the manufacturing and food services sectors we are delighted to have been selected by Windsor Foods to assist them in the company's collaborative innovation efforts. Our software and services continue to deliver outstanding levels of ROI to our growing enterprise customer base, and this combined with the growing market for Collaborative Innovation services we view the future 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.

For further information please visit <http://www.imaginatik.com>