

29 January 2010



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

Contract Win

Imaginatik plc (AIM:IMTK), a leading provider of enterprise collaborative software and processes, is pleased to announce the signing of a new annual contract with the world's top manufacturer of agricultural and forestry equipment, the conversion of a pilot project contracted in the first half of the financial year. The customer has a long track record of innovation and will be employing Idea Central to support enterprise crowd-sourcing, collaborative innovation and problem solving. No financial information has been disclosed due to the commercially sensitive nature of the contract.

Mark Turrell, CEO of Imaginatik, commented, "We are delighted to bring a new customer into the fold in a deal that demonstrates the versatility of our software and services. We continue to see a high demand for our software and services and continue to be excited about the growing potential of Imaginatik."

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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>