

30 January 2012

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

Senior Management Appointments

Imaginatik plc (AIM: IMTK), a leading provider of enterprise innovation services including a range of technology products and consultancy, is pleased to announce the appointment of two senior executives to the management team, adding to the Company's sales and consultancy expertise. Elisa O'Donnell has been appointed Head of Consultancy and Jonathan Jewett as Head of Sales. Neither of the appointments are Board appointments.

Elisa O'Donnell has over 20 years of management consulting experience in the field of innovation and change. In her role as Head of Consultancy, Elisa will be responsible for running the Company's consulting practice based in Boston. Elisa's previous positions include being part of the leadership teams at Continuum, a design thinking consultancy, Synecticsworld, an innovation consultancy, and other leadership positions at A.T. Kearney and Coopers and Lybrand (PWC). Some of Elisa's clients have included Fidelity Investments, L'Oreal, American Express, Blue Cross Blue Shield and Merck Pharmaceuticals. She has also led research and development efforts on new organisational innovation approaches, and has spoken and been published on managing innovation and change.

Jonathan Jewett is an experienced sales director with a successful track record of building and motivating high-performance sales teams within the technology industry. At Imaginatik he will be responsible for global sales, based in Boston. He joins Imaginatik from NYSE listed PGI, the global provider of collaborative conferencing services, where he was part of the Global Business Development team since 2010. Prior roles include Senior Sales Manager at Accept Software, an innovation management and social media company, Director of US Sales at Resolve Technology, a business intelligence company, Director of North American Sales at SolidWorks Corporation, a \$200m revenue CAD software company, and Regional Sales Manager at Oracle.

Matt Cooper, Executive Chairman of Imaginatik, commented, "The appointments of Jonathan and Elisa will add considerable expertise and depth to our management team in the areas of sales and consultancy. We believe we now have the correct structure in place to take Imaginatik forward as a full service innovation solutions company offering both award-winning software and leading consultancy capabilities. We are excited about the future and look forward to delivering both excellent results for our customers and increased shareholder value."

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About Imaginatik

Imaginatik provides a range of Innovation solutions comprised of consultancy, enterprise software and program management to deliver innovation results to companies such as The World Bank, NYSE, 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 is a World Economic Forum Technology Pioneer with offices in Boston, MA, and Winchester, UK. For more information visit www.imaginatik.com.