

4 October 2010

Imaginatik Plc
(“Imaginatik” or the “Company”)
Share Option Schemes

Imaginatik plc (AIM:IMTK), a leading provider of idea management software and innovation consultancy, announces that on 30 September 2010, the remuneration committee of the Board approved the issue of share options to all employees, including directors, and also approved the re-basing of the exercise price of all subsisting share options in issue at that date, to 2.55p per share. This provides both the senior management team and employees an appropriate and effective incentive for the future.

The Company has two share option schemes in place. The Imaginatik Plc Enterprise Management Incentive Scheme (the “Share Option Scheme”) and the Imaginatik 2006 Stock Option Plan (the “Stock Option Plan”). There are 17,695,882 share options over ordinary shares of 0.0625p each outstanding under the Share Option Scheme and 8,050,000 share options over ordinary shares of 0.0625p each outstanding under the Stock Option Plan. In addition, there are 4,693,463 share options outstanding under the unapproved share option scheme.

No other changes to the share option deeds, dated 11 December 2006, have been made.

Options have also been granted to the following directors of the Company, these options are included in the outstanding options noted above:

Director	Options granted	Total number of share options
Matt Cooper	2,125,000	3,125,000
Shawn Taylor	1,700,000	6,200,000
Andrew Wainwright	1,500,000	3,750,000

All the Options have been granted at an exercise price of 2.55 pence per share and are exercisable from 30 September 2012 to 30 September 2013.

Matt Cooper, Executive Chairman commented, “It remains the view of the Board that the rebasing of the share options to this level represents the best means by which we can ensure that all of our talented employees remain well incentivised. Share options are a crucial tool in the motivation of all of our employees, furthermore I believe that the shareholders will enjoy benefits earlier if all of our personnel have a more achievable interest in the success of the business”

For further information please contact:

Imaginatik plc
Matthew Cooper, Chairman / Shawn Taylor, CFO

Tel: 020 7917 2975

Arbuthnot Securities Limited
Tom Griffiths

Tel: 020 7012 2000

Threadneedle Communications
Caroline Evans-Jones / Hilary Millar

Tel: 020 7653 9850

About Imaginatik

Imaginatik provides Innovation and idea management solutions to companies such as The Chubb Group of Insurance Companies, Boeing, Pfizer, Xerox, Goodyear 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 provides customers with strategic consulting, the award-winning Idea Central technology solution and an experienced, results-oriented innovation consulting team.

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.