

Imaginatik Plc ("the Company")

Director Dealing

5 January 2009

Imaginatik plc (AIM: IMTK), a leading provider of cost reduction, process improvement and collaborative innovation software and processes, announces that Mark Turrell, Chief Executive Officer of the Company, has today purchased 16,500 Ordinary Shares of 0.0625 pence each in the Company ("Ordinary Shares") at a price of 6 pence per Ordinary Share.

Following this transaction Mr Turrell's beneficial interest in the Company (including the Ordinary Shares of his wife, Dr Yvonne Lindow) is 78,224,321 Ordinary Shares, representing 58.96 per cent. of the issued share capital of the Company.

For further information please contact:

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Mark Turrell, CEO / Shawn Taylor, CFO

WH Ireland Limited Tel: 0121 265 6330  
Tim Cofman / Katy Birkin

ICIS Tel: 020 7651 8688  
Caroline Evans-Jones / Mike Smith

About Imaginatik

Imaginatik is the leading provider of cost reduction, process improvement and collaborative innovation software and processes to the world's leading companies. More than 100 clients rely on Imaginatik's software, consulting and research to enable their best-of-breed innovation activities.

Named as a World Economic Forum Technology Pioneer for 2008 and a finalist for the IBM Lotus Awards 2008 in the Best Industry Solution category, Imaginatik's software and consulting services have helped clients discover significant sources of additional revenue, as well as tangible cost savings, process improvements and increased product pipeline. Imaginatik is also committed to developing strategic solutions in the field of innovation, working with academic institutions such as the London Business School and the Cass School of Business, London, as well as leading practitioners of corporate innovation.

For further information please visit [www.imaginatik.com](http://www.imaginatik.com)