

8 March 2011

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

Contract Win

Imaginatik plc (AIM: IMTK.L), a leading provider of innovation management software and consultancy, is pleased to announce the signing of an annual software license with a leading US-based provider of pharmacy and clinical research services. Financial terms have not been disclosed.

This contract is the conversion of a pilot project. Under the terms of the agreement, Imaginatik will deliver its Idea Central software via a hosted environment to enable 24,000 of the customer's employees to access and participate in the company's innovation initiative.

Matt Cooper, Executive Chairman of Imaginatik, commented: "We are delighted another major player in the pharmaceutical industry has chosen us as their innovation partner following the successful completion of the Idea Central pilot programme. This further endorses the quality of our software and the material results it delivers for our customers. Alongside our long-standing pharmaceutical customers such as Pfizer and Novartis, this gives us further traction in the innovation centric pharma and healthcare industries."

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About Imaginatik

Imaginatik provides Innovation and Idea management solutions comprised of consultancy, software (Idea Central) and program management to deliver innovation outcomes to companies such as 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 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.