

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

Imaginatik CEO, Mark Turrell, invited as panellist and discussion leader at the World Economic Forum

22nd January 2008 – Mark Turrell, CEO of Imaginatik plc (AIM:IMTK), a leading provider of collaborative innovation and problem solving, will find himself in elite company when he attends the World Economic Forum at Davos on Wednesday. The event plays host to 20 national leaders and over 1,000 CEOs from around the globe including world leading organisations such as Pfizer, Chevron and Coca Cola. Imaginatik's presence at the event is as a result of its recent selection as a Technology Pioneer 2008, and is one of only three UK companies to be selected.

This year's theme at Davos is collaborative innovation, and therefore it is appropriate that as Imaginatik's founder, Mark has also been invited to be a panellist at the event. Mark will have the opportunity to demonstrate the enormous value of Imaginatik's insights, vision and technology to the CEOs of some of the world's leading institutions.

Mark has been invited as a panellist for the session "Add a Friend: Accept or Decline", at which other panellists include Don Tapscott, author of "Wikinomics". He will be a discussion leader for the session "Consumer and Employee Engagement" which is part of the "Sustainability in the Consumer Sector" track. Imaginatik will also be presented in a ten minute pitch during the session "Pioneers and Pitches: The next big thing".

Mark Turrell, CEO of Imaginatik plc, commented, "To be associated with the organisations and individuals that will be present at the World Economic Forum is testament to how well our ideas and technology are being received around the world. The Technology Pioneer award gives us a fantastic platform to accelerate the adoption of our technology in 2008. The World Economic Forum is committed to improving the state of the world and we are looking forward to demonstrating how Imaginatik can play a part in this broader social mission."

For further information please contact:

Imaginatik plc
Mark Turrell, CEO / Shawn Taylor, CFO

Tel: +44 (0)20 7917 2975

Investor relations and UK media
ICIS
Tom Moriarty / Caroline Evans Jones

Tel: +44 (0)20 7651 8688

US media relations
Adam Dubitsky
adamdubitsky "at" yahoo.com.

Tel: +1 202-652-2250

About Imaginatik

Imaginatik is the leading provider of Collaborative Innovation and Idea Management technology and services.

For over 10 years we have developed software and consulting services to deploy enterprise-scale solutions for large and mid-sized organizations.

Our goal is to deliver 10X Return on Investment. We have a track record of delivering on our promise, applying our software and research insights to achieve success in some of the world's best organizations.

For further information please visit www.imaginatik.com.