

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

Imaginatik to fund expansion with investment of up to £500,000 by Pfizer

21st February 2008 – Imaginatik plc (AIM:IMTK), a leading provider of innovation and collaborative problem-solving software and processes, is pleased to announce today that Pfizer Inc ("Pfizer"), the global pharmaceutical company and a customer of Imaginatik, has agreed to subscribe up to £500,000 for new ordinary shares of 0.0625p each in the Company (the "Subscription Shares") (the "Subscription"). The funding will be used to expand Imaginatik's enterprise social networking and collaboration technology to further improve the Company's offering in this sector.

Pfizer's R&D division has been using Imaginatik's software since 2005. At this time, in addition to the equity investment, Pfizer Inc. is purchasing 10,000 new licences of Imaginatik's Idea Central software, to evaluate the use of the software in other units within the company. This expansion in the user base brings the total number of Imaginatik's Idea Central subscribers within Pfizer to 25,400.

Mark Turrell, CEO of Imaginatik plc, commented, "Our customers embrace collaborative innovation and use Imaginatik's technology to tap into the wisdom and insights of their employee base and extended enterprise partners. Pfizer's equity investment provides capital for our company at a critical growth phase and supports the value of Imaginatik's enterprise social networking software and overall business vision."

Additional Information on the Subscription

Pfizer has agreed to subscribe for up to 12,953,368 Subscription Shares. The maximum number of Subscription Shares to be allotted and issued under the Subscription is within the number of ordinary shares which the directors of Imaginatik have authority to allot and free from statutory rights of pre-emption, pursuant to existing authorities granted by shareholders of Imaginatik at the last annual general meeting of the Company held on 27 July 2007.

The subscription price for a Subscription Share ("Subscription Price") and number of Subscription Shares to be issued is based upon a 5% premium to the average closing offer price of an ordinary share in Imaginatik over the five dealing days following (and including the date of) this announcement (21st February – 27th February 2008). The number of Subscription Shares or the aggregate amount to be subscribed by Pfizer under the Subscription will be subject to adjustment if the Subscription Price shall be greater than or less than 3.86 pence per Subscription Share. There is a limit on the maximum Pfizer shareholding such that the final number of Subscription Shares will not exceed 10% of the Company's enlarged issued share capital following completion of the Subscription ("Completion").

Completion is conditional on admission to trading on AIM of the Subscription Shares occurring on or by 13th March 2008 ("Admission"). Application for Admission will be made following the determination of the number of Subscription Shares to be issued and the Subscription Price, and the Company will make a further announcement about this at that time. Admission is expected to occur on 6th March 2008. Each Subscription Share will be issued credited as fully paid and free from all liens, equities, charges, encumbrances and other interests and will upon their issue rank in full for all dividends and distributions thereafter declared, made or paid after Admission and shall otherwise rank *pari passu* in all respects with, and carry the same voting and dividend rights as, the existing ordinary shares.

Pfizer has also agreed not to dispose of its interest in the Subscription Shares for a period of twelve months following Admission and for a subsequent period of twelve months not to dispose of such interests other than through WH Ireland Limited or the Company's broker at the time, without in each case the consent of the Company, and save in each case in certain limited circumstances.

For further information please contact:

Imaginatik plc
Mark Turrell, CEO / Shawn Taylor, CFO

Tel: +44 (0)20 7917 2975

WH Ireland
Tim Cofman/Katy Birkin

Tel: +44 (0)121 265 6330

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

Tel: +44 (0)20 7651 8688

US media relations
Adam Dubitsky

Tel: +1 202-652-2250

About Imaginatik

Imaginatik is the leading provider of innovation and collaborative problem solving software and process 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.

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.