

21st March 2007

Imaginatik plc

("Imaginatik" or the "Company")

IMAGINATIK APPOINTS PRESIDENT, AMERICAS AND NEW CMO TO ACCOMMODATE GROWTH

Imaginatik plc (AIM: IMTK), a leading provider of business innovation and technology based systems for innovation and idea management, announced today that Boris Pluskowski has been promoted to the new position of President, Americas to lead the Company's growth with Fortune 500 customers in the region. Mr. Pluskowski, who previously served as Chief Marketing Officer (CMO), will remain based in the Company's U.S. headquarters in Boston.

"Boris will continue to provide Imaginatik with leadership to carry on our expansion in the Americas," said Mark Turrell, Imaginatik's Chief Executive Officer. "In addition to boosting our growth in the U.S. Boris has enabled our customers to better harness their own collaboration and effectiveness in innovation and he has assisted them in building more progressive product lines and ultimately better bottom lines."

In addition, Cedric Steele has been promoted to CMO, previously serving as the Company's Vice President of Strategic Marketing as well as a key member of Imaginatik's strategic consulting team. Mr. Steele will remain based in Atlanta.

"Cedric brings to Imaginatik experience in working closely with customers to develop strategy and drive results in innovation," said Mr. Turrell. "His creativity and dedication to excellence has ensured our customers maximized their potential with our Idea Central product and consulting service."

These are both senior management appointments rather than Board positions.

Mr. Pluskowski, who has been a core Imaginatik team member since 2001, has developed many of the key theories and practices of the Company's products and services. Prior to Imaginatik, he was a Consultant with PricewaterhouseCoopers's Strategic Consulting practice in the U.S. and Europe. During his tenure at Imaginatik, he has been instrumental in developing customer relationships in the technology, manufacturing and consumer sectors including Chevron, Hewlett Packard, Kraft, Pfizer and Weyerhaeuser. Mr. Pluskowski also launched the Company's highly effective "Imaginatik User Groups" in Boston and San Francisco Bay Area, which allowed customers to collaborate and exchange ideas on key innovative solutions. Mr. Pluskowski holds an MBA from the Cass Business School.

Mr. Steele brings a top track record of 15 years in marketing and innovation including a key role in the marketing of Imaginatik's industry leading Idea Central innovation management system. Over his career, Mr. Steele's vision has driven notable growth in the consumer packaged goods sectors with such brands as Pringles Potato Crisps, Nestle Toll House Cookies and Ortega Mexican Foods. Additionally, he played a leadership role in building the Insights & Innovation team for Georgia-Pacific's \$3 billion retail division. Mr. Steele received an MBA from the University of Virginia's Darden School of Business.

Further enquiries

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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

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