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## **Collaborative Innovation Management Software Firm Named 2008 FiReStarter Imaginatik to be featured at 2008 Future in Review (FiRe) Technology Conference**

Boston, MA and Winchester, UK – Feb. 27, 2008 – **Imaginatik, plc** ([www.Imaginatik.com](http://www.Imaginatik.com)) (AIM:IMTK) today announced that it has been named a 2008 FiReStarter company by the Strategic News Service, host of the influential Future in Review (FiRe) technology conference ([www.FutureinReview.com](http://www.FutureinReview.com)).

“Imaginatik is honored to be selected as a FiReStarter company,” said Mark Turrell, CEO and cofounder of the leading collaborative innovation software and idea management firm. “We are looking forward to playing an active role in this year’s Future in Review conference,” Turrell said. The *Economist* has called Future in Review “The best technology conference in the world.”

Hosted by Mark Anderson, founder and publisher of the Strategic News Service, the FiRe Conference exposes world experts and participants to new ideas in a manner that produces an accurate portrait of the future in technology, including nanotechnology, space travel, biology and medical diagnostics, policy, and other fields that contribute to technology outcomes. “We are proud to have Imaginatik as one of our FiReStarter companies,” said Mark Anderson. “FiReStarter companies are selected because of the difference they will make in the next five years in terms of global commerce and technology,” Anderson said.

The FiReStarter selection marks the third major accolade by an influential global confab this year. The World Economic Forum named Imaginatik a “Technology Pioneer 2008,” the only innovation management firm among the recipients. Also this year, Imaginatik’s Idea Central innovation management software was a finalist in the Best Industry Solution category at the 13<sup>th</sup> annual IBM Lotus Awards. This year’s Future in Review conference will take place May 20 – 23 at the Hotel Del Coronado in San Diego California.

Imaginatik’s Idea Central software enables organizations to tap into the “collective genius” of their employees within and across divisions in order to drive innovation and collaborate on product development, problem solving and process improvement. Imaginatik’s clients and partners include Bayer, Cargill, Chevron, Georgia-Pacific, Hallmark, IBM, Pfizer and W.R. Grace.

### **About Imaginatik**

Imaginatik is the leading provider of Innovation and Collaborative Problem-Solving software and processes to the world's top companies. More than 100 clients rely on Imaginatik's software, consulting and research to enable their best-of-breed innovation activities. Imaginatik is a World Economic Forum named Imaginatik a Technology Pioneer 2008; the only innovation management provider selected for this prestigious award.

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).

### **About Future in Review**

Please visit [www.FutureinReview.com](http://www.FutureinReview.com)

### **About the Strategic News Service**

Please visit [www.tapsns.com](http://www.tapsns.com)

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