

PRESS RELEASE

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HSM Group Makes World Business Forum Available on Satellite

HSM Enlists iDNA to Increase the Reach and Interactivity of HSM's World Business Forums

NEW YORK, NEW YORK – April 20, 2006 – The HSM Group, the world's foremost executive education organization, announced that it has recruited strategic communications, technology, and promotions innovator iDNA, to provide satellite coverage of HSM's World Business Forum events. The satellite coverage will help meet the growing corporate demand to keep today's industry leaders informed, challenged, and aware of the critical trends regarding management, global financial markets, creativity, and leadership.

HSM will work with iDNA to facilitate direct contact between top world thinkers and executives by adding iDNA's satellite distribution capabilities to HSM's exceptional executive education World Business Forums. This move will dramatically increase the reach of HSM's Forums to the executive business community. Additionally, the educational experience for both speakers and attendees will be enhanced by iDNA's interactive polling systems.

HSM CEO Carlos Rohm said, "While HSM's exclusive Forums are extraordinarily popular on a global stage, we see a growing interest in the United States from companies that want to bring cutting edge ideas from recognized thought leaders and business innovators to a broader base of their top level executives. To be able to extend our offerings to a larger audience is ideal."

"We are very excited about this opportunity," said iDNA Senior Strategist Steve Campus. "HSM 'inspires ideas,' and iDNA propagates them. This is an ideal

circumstance for iDNA and HSM to combine their collective expertise to meet the growing corporate need for first-class executive continuing education.”

In May, HSM speakers such as Clayton Christensen, Tom Peters, Seth Godin, Bran Ferren and Robert Herbold will benefit from a new level of audience interaction at HSM’s World Innovation Forum. By providing Forum participants with iDNA’s interactive keypads, the speakers will be able to poll direct responses from their audience at key points during their presentations. The speakers will gain from having an immediate cumulative assessment of the audience’s position on key topics, and will have the opportunity to reinforce points during their presentations based on the audience’s feedback. And, through the graphic displays of the data, individual audience members will be able to see how their responses fit into the overall mindset of their peers on each question.

“We expect that many of our speakers will take full advantage of the interactive capabilities iDNA is providing,” added Rohm. “Our forums are all about thought leadership and innovation. This new interactivity will add value for both the speaker and the audience.”

Starting in June, HSM and iDNA will also offer companies that wish to expose a larger number of their executives and customers to HSM’s World Business Forum an opportunity to purchase broadcast site licenses, allowing them to bring the Forum to a location(s) of their choosing. The World Business Forum *Leadership Speaks* events will include noted personalities such as: President William Jefferson Clinton, Michael Porter, Malcolm Gladwell, Kenichi Ohmae, and Rudy Giuliani who will share their insights and opinions on issues of importance to the business community. The broadcast site license program will be replicated for additional World Business Forums in September, November and in 2007.

“HSM’s Forums have always provided companies the ability to expose their top executives to the brightest minds in business today by attending the live meetings,” notes Campus. “Now, in addition to sending executives to the live event, a company can purchase a broadcast site license to expand the meeting content among its employees, and facilitate internal discussions that will provide both direction and insight for their business. U.S. business still believes innovation and thought leadership represents the ‘American edge’ and they want to keep it that way.”

About iDNA

iDNA is a leading strategic communications, technology and promotions company, headquartered in New York City. The company provides a broad range of targeted communication services that create, build and connect businesses with their target audiences, and incorporates a quantitative ROI system into its communication programs for clients. iDNA’s depth of

communication services include the design, development and production of media, collateral content and data collection and market research services for corporate events, meetings, training and symposia held at sites worldwide. iDNA has developed a loyal clientele that includes leaders in industry segments as diverse as biotechnology, business consulting, healthcare, finance, telecommunications, and manufacturing. It is the iDNA mission to become the consistent voice for each of these clients, conveying their visions and messages efficiently and effectively across all media and communication platforms. iDNA has offices strategically located around the country that manage its worldwide business. For more information, visit www.idnausa.com