



PRESS RELEASE FOR IMMEDIATE RELEASE

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iDNA LAUNCHES iDNA HEALTHCARE COMMUNICATIONS

New subsidiary, led by industry veteran, to meet growing demand for targeted, strategic medical and healthcare information

NEW YORK, NEW YORK – September 6, 2006 – iDNA Inc.(OTC BB: IDAI), a leading strategic communications, technology, and entertainment company has announced that it has launched iDNA Healthcare Communications, a new healthcare and medical education and promotion subsidiary.

The company created the subsidiary, under the leadership of healthcare communications expert, iDNA Senior Strategist Deborah Herr, to expand its already well-developed presence in the medical information and communications market. iDNA Healthcare Communications' specific area of expertise lies in providing critical information about over the counter healthcare products to physicians and other healthcare professionals.

iDNA Healthcare Communications has already been named the professional agency of record for Church & Dwight Co., Inc.'s women's healthcare business. Church & Dwight products include the FIRST RESPONSE pregnancy and ovulation product lines.

“We’re thrilled to see iDNA expand its presence in the healthcare and medical communications arena, with iDNA Healthcare Communications.” said iDNA CEO James McNamara. “We see the healthcare and pharmaceutical industries as key to iDNA’s overall growth plan. We continue to dedicate resources to developing new communications tools and strategic content specifically designed to offer unparalleled value to the healthcare markets.

iDNA Senior Strategist Deborah Herr is launching the subsidiary with several of her existing clients. “Our healthcare clients value iDNA’s production expertise. But a big factor in my decision to join iDNA is the company’s focus on measurement and results. That is something profoundly important to my clients and to the healthcare industry as a whole.”

iDNA Healthcare Communications major clients are over the counter medications and/or healthcare products that have a professional outreach to medical professionals such as Advil, Arm & Hammer Toothpaste and First Response products. iDNA Healthcare Communications joins two other iDNA subsidiaries which service the pharmaceutical and healthcare markets. Campus Group Companies and Concepts In Medicine serve clients including Pfizer, Merck, Bayer and Novartis.

About iDNA

iDNA is a leading strategic communications, technology and entertainment 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 is the only company of its kind that builds a quantitative ROI system into its communication events. 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 symposiums held at single or multiple sites worldwide. iDNA has developed a loyal clientele that today exceeds 200 active businesses in industries as diverse as biotechnology, health care, finance, telecommunications, manufacturing and energy. For more information, visit www.idnausa.com.

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