



## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

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### **iDNA Partners With The ROI Institute to Promote Widespread Application of Best Practice Measurement Methodology**

***iDNA to bring the ROI Methodology™ to its communications clients and utilize its market leading information systems to create an ROI Interactive toolkit***

***The ROI Institute will introduce iDNA information systems to its vast client and facilitator network***

NEW YORK, NEW YORK – September 8, 2006 – iDNA, Inc. (OTC BB: IDAI), a leading strategic communications, technology, and entertainment company announced today that it has formed a partnership with the ROI Institute, the epicenter of research, training, and networking for practitioners of the Phillips ROI Methodology™. The announcement was made by iDNA CEO James McNamara, ROI Institute Chairman Dr. Jack Phillips, ROI Institute President Dr. Patti Phillips and iDNA Information Systems Senior Strategist Mark Fite.

iDNA CEO James McNamara explained that the partnership was designed to promote widespread use of the Phillips ROI Methodology in companies, organizations and institutions throughout the world. “Our clients were becoming very interested in measuring program impact,” he said. “While our iDNA

Information Systems includes market-leading audience polling software and hardware, we were looking for a measurement methodology partner. Clearly, the Phillips ROI Methodology is the gold standard. Working with the Phillips' and the ROI Institute is an extraordinary opportunity for us to raise the bar on creating and measuring program value."

The Phillips ROI Methodology™ model provides a step-by-step process for collecting data, summarizing and processing data, isolating the effects of programs, converting data to monetary value, and capturing the actual ROI. The ROI Institute, founded by Dr. Jack Phillips represents more than 50 years of experience in measurement and evaluation of training, human resources, technology, communications and quality programs and initiatives.

"In today's business environment, where compliance and ethics training are critical and performance improvement is at a premium, the need to accurately measure the impact of key communication initiatives, programs and events is at an all time high," said Patti Phillips. "We are looking forward to utilizing iDNA's premier polling and audience response technology to make ROI data collection faster and more effective.

The iDNA-ROI partnership will begin with cross promotion of each organization's core competencies. The ROI Institute will utilize iDNA Information Systems keypads and software for data collection in a variety of situations, while iDNA will bring certified ROI professionals to measure the impact of its clients' key programs and events.

iDNA Information Systems Senior Strategist Mark Fite explained that the partnership will be launching an ROI Measurement Toolkit for companies implementing the ROI Methodology. "The toolkit is a complete package of software, interactive hardware, and support materials for data collection in support of the Phillips ROI Methodology. It includes template surveys, questionnaires and reports used to measure participant reactions, satisfaction and knowledge transfer. We are working with the Institute to make the toolkit the perfect complement to this best practice measurement methodology."

Jack Phillips said, "We all know how much we pay for training programs, meetings, and other initiatives, but these days our businesses depend more than ever on our understanding how much real value those programs are giving back. This is the right time to make the methodology accessible to more companies and institutions."

### **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](http://www.idnausa.com).

This news release may include statements that constitute forward-looking statements, usually containing the words "believe," "estimate," "project," "expects," or similar expressions, and involve risks and uncertainties. These statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are merely the Company's current predictions of future events and inherently involve risks and uncertainties that could cause actual results to differ materially from the statements made herein. By making these forward-looking statements, iDNA undertakes no obligation to update these statements to reflect new information and developments after the date of this document.