



PRESS RELEASE

FOR IMMEDIATE RELEASE

November 6, 2006

CONTACT: Wendi Tush or Kevin DeLeon
The Lexicomm Group
PHONE: (212) 300-2142
E-MAIL: Wendi@lexicommgroup.com
Kevin@lexicommgroup.com

CONTACT: Tim Clemensen
Rubenstein Investor Relations
PHONE: (212) 212-843-9337
E-MAIL: tclemensen@rubensteinir.com

iDNA Launches Powerful New Software for Meetings and Decision Making

iDNA Information Services Announces the Release of OptionPower® 3.1 and New Add-On Modules

NEW YORK, NEW YORK – November 6, 2006 iDNA (OTCBB: IDAI.OB), a leading strategic communications and technology company announced today the release of OptionPower® 3.1 software, the new OptionPower® Decision Support Module, and the OptionPower Employee Survey Module from iDNA Information Services, a leading provider of group response software, hardware and consulting services. The new modules are designed to help more companies combat the problem of employee attrition, which costs US companies an estimated \$5 trillion per year.

The Employee Survey Module now puts iDNA's robust employee wireless polling systems into the hands of businesses where large numbers of employees are not situated at a computer workstation, such as factories, transportation-oriented companies or at off-site meetings. *OptionPower* allows managers to quickly conduct employee surveys without using paper or web-based data collection methods.

iDNA Senior Strategist Mark Fite said, "Employee input has been proven to dramatically increase productivity and decrease attrition. This module targets the types of companies which suffer the greatest financial losses in those areas. The system is fast and easy to customize. You get actionable reports into the hands of managers the same day."

One of the important new features of the OptionPower 3.1 software is the "Simple Ranking Slide Type". It is a tool that allows users, for the first time, to rank a short list of

up to nine alternatives or issues quickly and easily with only one polling slide, which speeds up group interaction. Users can cut the time required for a ranking exercise from several minutes to less than 30 seconds. Audience feedback from the system is immediately displayed through Microsoft® PowerPoint slides for all to see.

The 3.1 software release also supports other add-on products, such as the OptionPower Decision Support Module. The product includes a set of tools for facilitated group collaboration where facilitators can enter lists of alternatives and meeting participants then use keypads to instantly rank the items against any number of useful criteria like importance, urgency, and business impact. The new Decision Support Module acts like a “turbocharger” for facilitators and helps participants think collaboratively about a set of ideas or action items,

iDNA's Information Systems are recognized as the gold standard in audience response software and it is the best selling product of its type in the world. iDNA's blue-chip clients use it in conjunction with iDNA's handheld keypads for training, research, continuing education, planning, risk assessment, voting and more.

About iDNA

iDNA (IDAI.OB) 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 in industries as diverse as biotechnology, health care, finance, telecommunications, manufacturing and energy. For more information, visit www.idnausa.com