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iDNA JOINS THE MPI AND THE ROI INSTITUTE TO HELP COMPANIES MEASURE THE VALUE OF MEETINGS

iDNA Provides General Mills Case Study for a New Publication Targeting Meeting Planners

NEW YORK, NEW YORK – January 31, 2007 iDNA (OTCBB: IDAI.OB), a leading strategic communications and technology company, announced today it has contributed one of the select case studies to the latest ROI “how-to” guide, *Proving the Value of Meetings & Events* recently released by the ROI Institute and Meeting Professionals International (MPI). iDNA’s contribution is part of a long-term partnership between iDNA and the ROI Institute to promote and broaden the use of the Phillips ROI Methodology in the rapidly growing \$164-billion (2006 figure from Hospitality Sales & Marketing Association International (HSMIAI) Foundation) corporate meeting market.

The iDNA case study titled, “Measuring Perceptions and Safety Attitudes,” focused on meetings held by General Mills Bakeries and Foodservice, a division of General Mills, Inc. and a client of iDNA Information Systems. The objective for the meetings was to instill a safety mindset into the corporate culture, in order to improve safe behavior and ultimately to reduce financial and human capital losses due to safety issues. Meeting facilitators utilized iDNA Information Systems’ wireless electronic keypads to gather data anonymously from meeting participants concerning the attendee’s safety mindset. The case study illustrates the power of on-site measurement in maximizing a meeting’s ROI.

The new book, by Jack J. Phillips, Monica Myhill, and James B. McDonough, is a comprehensive guide, detailing how to use metrics to show the value of meetings and events. The comprehensive case studies, including iDNA's General Mills entry, explain how measurement and evaluation can be used by meeting professionals to prove the value of their events at unprecedented levels which are demanded by many industries today.

According to Co-author Monica Myhill, "iDNA's contribution to this book was greatly appreciated, as the company is clearly committed to the ROI Methodology. Furthermore, iDNA's audience response software and hardware are invaluable tools in the collection, analyzing and reporting of data for the measurement of ROI. The value of such innovative technology to meeting planners is made very clear."

"Given our partnership with the ROI Institute and its founder, Dr. Jack Phillips, which was announced last September, we are happy to contribute to this effort, said iDNA Senior Strategist Mark Fite. "The ROI Methodology™ is the basis for a new product we are developing, which will combine the Institute's best practice measurement methodology with our keypad and software technology for fast and effective data collection to measure program impact. We see the Methodology and iDNA Information Systems as a winning combination."

Proving the Value of Meetings & Events is currently being offered exclusively through Meeting Professionals International, via their website at www.mpiweb.org. MPI is the premier association for the global meetings industry, with over 21,000 members and 71 Fortune 100 companies represented.

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