



## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

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### ***IDNA EXPANDS ITS PRESENCE IN ETHICS TRAINING MARKET***

#### ***Partners with Top Ethicist, Dr. David Schmidt to Service Growing Demand for Ethics Training with Measurable Results***

NEW YORK, NEW YORK – February 7, 2007 iDNA (OTCBB: IDAI.OB), a leading strategic communications and technology company announced today that it has joined forces with top ethicist Dr. David Schmidt to extend the offerings of its very successful Ethics and Compliance group. Dr. Schmidt will work with iDNA's ethics training producers to keep iDNA's ethics and compliance programs on the cutting-edge of best practices for business ethics training. Dr. Schmidt will also introduce appropriate clients from his own consulting practice to iDNA's growing roster of ethics and compliance training offerings. iDNA's 6-month old Ethics and Compliance group was created to meet the increasing demand for corporate ethics programs, which has grown as part of Sarbanes-Oxley compliance spending, an estimated \$6 billion market in 2005. iDNA's Ethics and Compliance group produces custom modules for corporate clients looking for high-end ethics and compliance training and awareness programs.

Dr. Schmidt is an Associate Professor of Business Ethics and Chair of the Management Department in the Dolan School of Business at Fairfield University. For the past twenty years, he has also consulted to some of the top Fortune 500 companies, designing and training ethics programs, composing ethics codes and constructing mission statements. He is a well-regarded expert in the field, with numerous published articles to his credit, as well as the book "Wake-Up Calls", a collection of high profile business ethics case studies.

"Finding iDNA marks the successful culmination of a long search for a partner that can effectively address the evolving needs of U.S. corporations for innovative ethics training. I

look forward to working with the iDNA group of companies and affording our clients access to their cutting edge technology,” said Dr. Schmidt. “iDNA’s Information Systems is a powerful knowledge transfer measurement tool that ensures that corporate ethics training is optimized.”

James McNamara, iDNA’s Chairman and Chief Executive Officer stated, “The addition of Dr. Schmidt gives our clients access to one of the more experienced ethicists in the country. His expertise combined with our knowledge transfer and ROI measurement products is an unbeatable combination. We help clients turn ethics and compliance cost centers into profit centers.”

iDNA has gathered ethics and compliance best practices from the world's foremost business leaders to create training modules that can be customized to meet almost any ethics or compliance challenge. Their programs are both educational and entertaining. Most important, iDNA’s proprietary technology allows corporate clients to not only measure knowledge transfer, but also, through, the incorporation of the Phillips ROI Methodology allows clients to calculate the program’s benefits to their bottom lines.

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