



PRESS RELEASE

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iDNA LAUNCHES REVOLUTIONARY ROI MEASUREMENT TOOLKIT

***Innovative Product Developed In Partnership with the ROI Institute to Meet Growing
Demand for ROI Measurement Tools***

NEW YORK, NEW YORK – March 29, 2007 iDNA (OTCBB: IDAI.OB), a leading strategic communications and technology company, today introduced its ROI Measurement Toolkit, a product designed to add speed and simplicity to the ROI measurement process. The powerful new product gets its muscle from OptionPower®, iDNA's flagship interactive software product. The toolkit was developed to facilitate data collection and analysis for a rapidly growing market--practitioners of the ROI Methodology™, which measures the overall business impact of programs, technology, communications and meetings.

The ROI Methodology was created by world-renowned measurement expert Jack Phillips and developed by Jack and Patricia Phillips, founders of the ROI Institute™. iDNA and the ROI Institute have established a partnership to link the measurement methods developed by the Philips with the world class data collection hardware and software from iDNA Information Systems.

James McNamara, iDNA's Chairman and Chief Executive Officer, stated, "We decided early on that we wanted to incorporate the ROI Methodology into all our meetings and communications events. Marrying the methodology to our leading-edge keypad technology and software was a challenging but critical step. We are big fans of the Phillips and the ROI Methodology and we are thrilled that we have created a product that adds speed and precision to the process."

“We love how the toolkit streamlines both in-session and post-session processes, said ROI Institute President Patti Phillips. The ROI Measurement Toolkit combines the interactivity and immediacy of iDNA Information Systems products with our process. This can translate into less time and greater accuracy for the practitioner, making it invaluable for anyone who employs the ROI Methodology. Since the measurement is in real-time, it allows managers and meeting sponsors to adjust messages and program designs on the fly, thereby improving results.”

The ROI Measurement Toolkit helps users to calculate the ROI of a project, implementation, meeting or training program. In doing so, it eliminates the need for manual survey preparation, printing and tabulation of questionnaires. Users simply enter their survey questions in easy-to-use templates. Program participants view and answer the survey questions using iDNA's wireless handheld keypads. All ensuing data is instantly stored in a relational database for immediate reporting and statistical analysis.

Within the toolkit are models designed by Jack and Patti Phillips and technology that automates the ROI Methodology processes. The Phillips ROI methodology is used internationally and endorsed by many of the top meeting and training organizations, including The American Society of Training and Development (ASTD) and Meeting Professionals International (MPI). More than 3000 organizations employ the methodology and that number grows at a faster rate every year. The Phillips' newest book, “Show Me The Money,” will be in bookstores in May.

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.