



MEDIA ALERT:

Hit CBS-TV Show “Shark” to Feature iDNA Information Systems Keypads

What: iDNA Inc. (IDAI, OTC:BB) jury polling product will be featured on the hit CBS-TV show “Shark,” starring James Woods.

When: Thursday, April 12, 2007 10p/9 central

Where: CBS-TV

Why: iDNA Information Systems offers Pulse™ Polling, the market-leading jury research polling system. Pulse Polling dramatically streamlines the gathering of key demographic and opinion data from jury simulation participants. Pulse gives researchers the power to instantly view and analyze critical reactions of jury members to case presentations, witness testimony and evidentiary displays. That makes iDNA Information Systems an invaluable support tool for both tactical and strategic decision-making.

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.

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