



PRESS RELEASE

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iDNA INC. LAUNCHES COMPLIANCE XR™—DESIGNED TO SAVE LIVES AND BILLIONS IN HEALTHCARE DOLLARS

***Compliance XR™ motivates patients to take their medications with easy to use,
engaging, interactive tools***

NEW YORK, NEW YORK – April 18, 2007 iDNA (OTCBB: IDAI.OB), a leading strategic communications and technology company is tackling one of the costliest problems in the healthcare industry with a new product, Compliance XR™. Compliance XR™ is an interactive communication and reporting tool, which uses games, digestible information, lifestyle tips and interactive reporting tools to change patient behavior. These tools are proven methods of boosting compliance and increasing patients' understanding of their medical conditions and treatments.

Noncompliance, is one of the biggest problems facing the healthcare industry today. For patients, it results in poor therapeutic outcomes. Their conditions do not improve, or they recur, and in some cases a resistance is built up to a specific medication or drug class. In the worst of situations noncompliance means a decline in the quality of life, unnecessary visits to the emergency room and loss of productivity. For insurers, it means increased spending. For the pharmaceutical companies, it means their products appear to be underperforming, when the problem really lies elsewhere.

iDNA CEO James McNamara said, "Compliance XR™ is a totally unique answer to the issue of patient adherence to medication regimens, whether prescribed or over-the-counter. By taking advantage of the multi-level CD-ROM technology, we can motivate a patient to come back to the program on a daily basis where we can remind them and compel them to take the medication."

Compliance XR™ is a “time-release CD-ROM,” distributed by the physician or pharmacist that provides the information, and motivation necessary to improve the patient’s therapeutic outcome. *Compliance XR™* can be used to address compliance with a specific medication or as an educational tool. By providing the information to healthcare professionals and made a part of employer wellness programs, patients will benefit and healthcare costs will be positively addressed.

“We see this as having a huge impact across the healthcare industries,” said McNamara. “This is great use of our interactive and communications IP. It is the sort of product that could actually drive healthcare costs down.”

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