



PRESS RELEASE

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iDNA INC. TO HELP WATER-JEL® TECHNOLOGIES BRING LEADING BURN TREATMENT PRODUCTS TO NEW MARKETS

***iDNA Healthcare Communications hired by Water-Jel to market unparalleled
product line to first responders***

NEW YORK, NEW YORK – May 2, 2007 iDNA (OTCBB: IDAI.OB), a leading strategic communications and technology company announced today that its iDNA Healthcare Communications subsidiary has been hired by Water-Jel® as its marketing partner to reach pre-hospital care professionals including, emergency medical technicians (EMTs), fire departments and paramedics. Water-Jel provides industrial safety professionals and the U.S. Military with state-of-the-art emergency burn care products. The company is looking to expand its presence in the highly specialized pre-hospital care market.

Water-Jel is a leading provider of revolutionary burn care products such as Water-Jel Fire Blankets and Water-Jel Sterile Burn Dressings as well as topical gels including Burn Jel®, Cool Jel® and Unburn®. Water-Jel products are the only ones approved by the U.S. Military for treatment of white phosphorous burns. Water-Jel is extremely well positioned in the industrial safety, utility and military markets and is looking to expand its business in the first responder markets.

“We chose iDNA Healthcare Communications because its leaders are uniquely qualified to handle these markets,” said Judith Domanski, Director of Marketing for Water-Jel. “They have a deep understanding of the complex relationships of EMTs, fire departments, burn units and regulatory bodies. We’ve got the leading-edge product, iDNA has the leading-edge market expertise.”

iDNA Senior Strategist, Deborah Herr is a certified New Jersey Emergency Medical Technician and a contributing editor to JEMS, the Journal of Pre-Hospital Care. She calls Water-Jel “a dream client. They have a revolutionary product line that will absolutely thrive if properly positioned and marketed.”

iDNA Healthcare Communications will be developing key opinion leaders and influencers in the pre-hospital care marketplace. The division will be creating marketing materials specifically for that market spotlighting the science behind Water-Jel products.

iDNA CEO James McNamara said, “This type of program is exactly where we want to go with all of our communications businesses. The Water-Jel program is a perfect embodiment of our ‘results matter’ credo.”

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