



GIFT CARDS

FOR IMMEDIATE RELEASE

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IdeaEdge adds Jeff Fradin, former Disney VP to Board of Advisors

SAN DIEGO, CA. November 13, 2007: IdeaEdge, Inc. (OTCBB: IDED) announced today that Jeff Fradin, a 20-year veteran of consumer brand licensing, has joined the company's board of advisors. A former executive with The Walt Disney Company (NYSE: DIS), Mr. Fradin brings deep expertise in identifying hot consumer brands and defining licensing strategies. Fradin's expertise will play a key role in strategy and planning for future IdeaEdge gift card programs intended to help drive company revenues.

During 11 years at Disney, Fradin held numerous retail and operational positions, including Director of Retail Operations and VP of Consumer Products Licensing. At Disney, Fradin was responsible for \$2.5 Billion in wholesale sales, \$125 million in royalty revenue and 150 licensees in a wide variety of categories such as personal care, food/packaged goods, home furnishings, infant products, stationery and seasonal gifts.

Commenting on Fradin's new position, Jim Collas, CEO of IdeaEdge, Inc., stated, "We are thrilled to have such a highly respected player in the licensing world join our Board of Advisors. Jeff brings more than a decade of established connections to key brands and companies that will make great business partners for IdeaEdge. I believe Jeff will help IdeaEdge accelerate the licensing procurement process, which is critical to our business model."

IdeaEdge, Inc. develops innovative gift card programs based on high-equity entertainment brands that have a strong emotional connection with consumers. The company believes it is uniquely structured to leverage the \$90B gift card market by selling merchandise specific to each gift card brand it deploys. IdeaEdge plans to own and operate licensed gift card programs that offer online redemption, ordering, and fulfillment. The company distributes its gift cards primarily through grocery and drug retail channels, as well as online. The company's flagship gift card program is based on *American Idol*[™], arguably the most valuable entertainment brand in the world today. IdeaEdge has secured an exclusive license with Fremantle Media to operate the *American Idol*[™] gift card business in the U.S. and Canada. With over 40 million fans in the US, *American Idol*[™] is a leading entertainment and consumer merchandise brand. IdeaEdge plans to offer a wide range of consumer merchandise under the *American Idol*[™] brand on its www.americanidolgifts.com website including; music, videos, electronics, apparel, games, accessories, and toys. IdeaEdge has obtained commitments for gift card distribution with grocery, drug, and specialty chains comprising over 10,000 retail outlets. IdeaEdge is headquartered at 6440 Lusk Blvd., Suite 200, San Diego, CA 92121 and can be contacted at (858) 677-0080.

Certain statements contained in this press release are "forward-looking statements" within the meaning of federal securities laws, including, without limitation, anything relating or referring to future financial results and planned business activities. Such statements are inherently subject to risks and uncertainties, which include, without limitation, those in Company reports filed with the SEC. The Company can give no assurance that such expectations will prove correct. Future events and actual results could differ materially from those statements.