



GIFT CARDS

FOR IMMEDIATE RELEASE

IdeaEdge, Inc. Media and Investor Relations Contact:
Soames Haworth 858.764.4346
shaworth@ideaedge.com

IdeaEdge Names Jonathan Shultz as CFO

SAN DIEGO, CA. November 26, 2007: IdeaEdge, Inc. (OTCBB: IDED) a developer of innovative gift card programs, today announced the appointment of Jonathan Shultz as Chief Financial Officer. Mr. Shultz is a seasoned executive with proven experience in managing all aspects of finance, human resources, risk management, SEC public reporting, and the Sarbanes-Oxley Section 404 compliance process.

Shultz has more than 20 years of diversified business and financial management experience spanning both Big 4 public accounting and private industry. He began his career as an auditor and computer specialist with Ernst & Young, serving seven years in the firm's San Diego office. Subsequent to his tenure with Ernst & Young, Mr. Shultz served as vice president of finance and CFO for several public and private sector companies, with responsibilities for finance and accounting, IT, HR, and legal affairs.

Jim Collas, CEO of IdeaEdge, Inc., commented, "Jonathan is a versatile, experienced finance executive, who will bring tremendous value to our operations. We are thrilled that he is now an integral part of our executive team; he possesses the right mix of critical disciplines that are essential to a nimble company like IdeaEdge. Jonathan's diverse experience will help to streamline our financial reporting, operations, and reduce our overall costs."

About IdeaEdge

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 positioned to leverage the \$90B gift card market by selling merchandise specific to each gift card brand it deploys. The company distributes its gift cards primarily through the grocery and drug retail channels, and 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 offers 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 intends to own and operate additional licensed gift card programs that offer strong brands and online redemption, ordering, and fulfillment. 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.