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IdeaEdge launches online gift cards and greeting cards for American Idol™ Gifts

New personalized gift card and greeting card powered by Cardways custom technology

SAN DIEGO, CA. December 4, 2007: IdeaEdge, Inc. (OTCBB: IDED). IdeaEdge, a developer of innovative gift card programs, has announced the launch of its new online program at www.americanidolgifts.com. This program offers consumers the ability to customize their own gift cards and greeting cards online. The website will offer American Idol fans the ability to design their own gift cards by choosing various available designs and the ability to upload personalized digital photos onto the gift card itself. In addition, the consumer can offer a total gift solution by adding a personal message to one of many greeting card templates. The personalized gift card is automatically mailed along with a customized greeting card directly to the recipient.

“Over 40 million fans visited the show’s website during the most recent American Idol season. Our customized gift card and greeting cards will allow fans to continue their interactive experience and enjoy a vast array of great American Idol merchandise available from our website,” said Jim Collas, Chief Executive Officer, IdeaEdge, Inc. “Additionally, the personalized gift and greeting card program is a great feature that can be adaptable to all the brands we intend to license in the future.”

“We believe bringing the Cardways gift card platform and its cutting edge customization technology to IdeaEdge will offer a truly unique experience to American Idol fans,” said Jeff Keller, Chief Customer Officer, Cardways.com. “IdeaEdge has found a way to take the interactive spirit of the popular show to a marketplace unlike any other and the customized gift cards will amplify that consumer experience.”

About Cardways

The Cardways custom gift card platform provides the patented technology to power retailer web sites with the gift card customization. Cardways.com is an online gift card and greeting card destination offering consumers the opportunity to design their own gift cards and greeting cards by uploading digital photos and adding a personal message to an already popular gift. Users can choose from a variety of leading retailers to redeem the gift cards.

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 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.

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