



G I F T C A R D S

FOR IMMEDIATE RELEASE

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IDEAEDGE SECURES NATIONWIDE RETAIL DISTRIBUTION FOR THE AMERICAN IDOL™ GIFT CARD

SAN DIEGO, CA., December 11, 2007: IdeaEdge, Inc. (OTCCBB: IDED) today announced the availability of its American Idol™ gift cards at more than 10,000 retail locations across the entire U.S. American Idol™ gift cards can be redeemed for music, apparel, electronics, toys, games, and accessories at www.americanidolgifts.com.

Retail outlets for American Idol™ gift cards include Staples and Rite Aid stores across the U.S, as well as numerous other retailers including Raley's and Longs Drugs in the west, H-E-B® Grocers in Texas, Schnucks® in the midwest, Winn-Dixie in the south, and Duane Reade in the Northeast.

"I believe we are well positioned in the retail channel for the start of the new American Idol™ season in early 2008," noted Jim Collas, IdeaEdge CEO. "The American Idol™ gift card is a great gift for the American Idol™ fan."

IdeaEdge, Inc. develops innovative gift card programs based on high-equity entertainment brands that have a strong emotional connection with consumers. We believe the company is uniquely structured to leverage the \$90 billion gift card market. The company distributes its gift cards primarily through major retail channels and online. The company's flagship gift card program is based on American Idol™, a leading entertainment and consumer merchandise brand with over 40 million fans in the U.S. The company will offer a wide range of consumer merchandise with American Idol™ and future brand partners. IdeaEdge is headquartered at 6440 Lusk Blvd., Suite 200, San Diego, CA 92121, (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.