



GIFT CARDS

FOR IMMEDIATE RELEASE

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Joe Abrams Joins ideaEDGE Board of Advisors

Tech Industry Visionary and Co-Founder of MySpace Parent Company to Provide Insight and Strategic Guidance to ideaEDGE in the Social Networking Market

SAN DIEGO, CA., October 7, 2008: ideaEDGE, Inc., (OTCBB: IDAE) a developer of innovative prepaid gift card programs, has announced that Joe Abrams has joined the company's Board of Advisors. In this role, Mr. Abrams will advise ideaEDGE on a number of business and strategy issues relating to the company's emerging products and services, including the Social Network Enabled Group Gifting (SNEGG) platform.

Mr. Abrams has deep experience in helping early-stage, publicly held technology companies reach the next phase of growth. In 1999, he co-founded Intermix, the parent company of social networking leader [MySpace](#). In 2005, [MySpace was sold to News Corp. for \\$580 million](#).

In addition, Abrams was a founder of The Software Toolworks, a software company that released several hit titles in the 1980's, which ultimately led to the company's sale in 1994 to Pearson, Plc., for \$462 million

"We are very pleased to have Joe Abrams join our advisory board," commented Jim Collas, CEO of ideaEDGE, Inc. "His unique understanding of the social media marketplace, combined with his technology and financial expertise will help position ideaEDGE to reach its full potential as we move forward with the development of the Social Network Enabled Group Gifting (SNEGG) platform."

ideaEDGE, Inc. (through its operating subsidiary [Socialwise, Inc.](#)) is developing a new proprietary Social Network Enabled Group Gifting (SNEGG) platform that will enable multiple individuals to conveniently contribute to a group gift. The SNEGG platform seeks to combine the \$100 billion gift card market with the fast-growing phenomenon of online social networks. The Company 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.