

14-FEB-08 FOR IMMEDIATE RELEASE

IDS GROUP, INC. ANNOUNCES PROPOSED INITIAL PUBLIC OFFERING

Minneapolis, MN – February 14, 2008 - IDS Group, Inc. (www.idsgroup.com), a portfolio company of SV Investment Partners, LLC, today announced that it has filed a registration statement with the Securities and Exchange Commission relating to a proposed initial public offering of its common stock. The company intends to apply to list its common stock on the NASDAQ Global Market under the symbol IDSI.

Thomas Weisel Partners and Piper Jaffray & Co. will act as joint book-runners for the offering and Robert W. Baird & Co. and Needham & Company, LLC will act as co-managers.

A registration statement relating to these securities has been filed with the Securities and Exchange Commission, but has not yet become effective. These securities may not be sold nor may offers to buy be accepted prior to the time the registration statement becomes effective. This release shall not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of these securities in any state in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state.

When available, a copy of the prospectus for the above offering can be obtained from Thomas Weisel Partners LLC, Attn: Prospectus Department, One Montgomery Street, Suite 3700, San Francisco, California 94104, (415) 364-2720 or from Piper Jaffray & Co., Attn: Equity Capital Markets, 800 Nicollet Mall, J12S03, Minneapolis, MN 55402-7020 or by calling Piper Jaffray & Co. toll-free at (877) 371-5212 or emailing prospectus@pjc.com.

About IDS Group, Inc.

IDS Group is the parent of a group of companies known as International Decision Systems[®], which provide asset finance origination and portfolio management software

and consulting, implementation and technical support team services used by financial institutions and equipment manufacturers internationally. Headquartered in Minneapolis, Minnesota, IDS Group also has offices in the United Kingdom, India, Singapore and Australia. For additional information about IDS Group and its subsidiaries, visit www.idsgroup.com.

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