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**Press Release**  
**FOR IMMEDIATE RELEASE**  
**BOOMj.com, Inc. <sup>TM</sup> announces its “Getaway with BOOMj” Hawaii sweepstakes for members who sign up on its Baby Boomer and Generation Jones Website.**

Las Vegas, NV June 5, 2007/PR Newswire – BOOMj.com, Inc. <sup>TM</sup> a privately held company announced today that anyone who signs up on its Baby Boomer and Generation Jones Lifestyle Network Website will automatically be entered to win in the “Getaway with BOOMj” Hawaii Sweepstakes.

Each member that joins BOOMj.com between June 1, 2007 and July 31, 2007 will be automatically entered into the Hawaiian Sweepstakes. The winner will be drawn on August 1, 2007, and the grand prize will include a round trip airfare for two to the Hawaiian Island of their choice, hotel accommodations for 5 days and 4 nights, and one evening of dinner for two at a 5 star restaurant. The winner may choose a \$5,000.00 cash prize in lieu of the trip.

To enter the sweepstakes, register at **BOOMj** at <http://www.boomj.com>.

Please visit our **Hawaii Giveaway** at <http://www.boomj.com/?page=sweepstakes/rules> for official contest rules and regulations.

About BOOMj.com, Inc. <sup>TM</sup>

BOOMj.com, Inc. is a Web-based lifestyle portal for a niche market serving **Baby Boomers and Generation Jones**. BOOMj.com provides an integrated and highly focused community which incorporates personalized social networking and e-commerce, travel, health, finance, political and entertainment news information for our target market. For more information regarding the company, please visit <http://www.boomj.com>.

Safe Harbor Statement:

This news release contains certain forward-looking statements pertaining to future anticipated projected plans, performance and developments, as well as other statements of historical fact that may be considered to be forward-looking statements. Written words such as “may,” “will,” “expect,” “believe,” “anticipate,” “estimate,” “intends,” “goal,” “objective,” “seek,” “attempt,” or variations of these or similar words, identify forward-looking statements. These statements by their nature are estimates of future results only and involve substantial risks and uncertainties, including those detailed from time to time.