

**Press Release  
FOR IMMEDIATE RELEASE**

**‘GETAWAY WITH BOOMj’ LAS VEGAS SWEEPSTAKES**

*Enter to win a free vacation in Las Vegas just by joining a popular growing lifestyle network – BOOMj.com, Inc.*

Las Vegas, NV August 8, 2007 – BOOMj.com, Inc. <sup>™</sup> announced today its latest promotion, the ‘GETAWAY with BOOMj’ Las Vegas Sweepstakes.

BOOMj is a lifestyle portal serving [Baby Boomers](#) and [Generation Jones](#) that provides a single source solution for the primary reasons why Boomers and Jonesers use the Internet – Online shopping, social networking, travel discounts and information, breaking headline news and focused content.

Each member that joins the network via the free online [registration form](#) between August 1, 2007 and August 31, 2007 will be automatically entered into the Las Vegas Sweepstakes.

The winner will be drawn on September 1, 2007, and the grand prize will include a round trip airfare for two to Las Vegas, hotel accommodations for 3 days and 2 nights, and one evening of dinner for two at a 5 star restaurant.

To enter the sweepstakes, register for free at [BOOMj](#) at <http://www.boomj.com>.

Please visit our [Las Vegas Giveaway](#) at <http://www.boomj.com/?page=sweepstakes/rules> for official contest rules and regulations.

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

BOOMj.com, Inc. is a Web-based lifestyle portal for 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.