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For Immediate Release

BOOMJ.COM'S TOP 10 BABY BOOMERS OF 2007

Top Boomer Web Destination Names Generation Leaders for 2007

LAS VEGAS, December 20, 2007 – Boomj.com, a Web-based lifestyle portal serving more than 78 million Baby Boomers, today announced their “Top 10 Baby Boomers of 2007.” The list highlights notable achievements and well-known individuals from the post World War II generations.

“As the premiere destination for Boomers on the Web, we were excited to take a look back at 2007 and honor those most notable from within our community,” said Wendy Borow-Johnson, Boomj.com president of media.

The Top 10 Baby Boomers of 2007 includes:

1. **Best Boomer Politician Turned Activist** – Al Gore
Raising awareness for climate change and receiving the Nobel Peace Prize
2. **Best Boomer Actress** – Helen Mirren
Her Academy Award, Emmy Award and Golden Globe wins in 2007
3. **Best boomer vs. Boomer Televised Fight** – Rosie O’Donnell vs. Donald Trump
“The View” vs. The Donald
4. **Best Animated Boomer** – Homer Simpson
“The Simpsons” successful transition to the big screen
5. **Best Boomer Author** – J.K. Rowling
The release and overwhelming sales of “Harry Potter and the Deathly Hallows”
6. **Best Boomer Cougar** – Kim Cattrall
Her relationship with 28-year-old Alan Wyse
7. **Best Boomer Mogul** – Richard Branson
Launch of Virgin America airline, The Virgin Earth Challenge, and funding for Nelson Mandela’s “The Elders” group
8. **Best Boomer Come-Back** – Jerry Seinfeld
Return to the big screen in “The Bee Movie”
9. **Best Boomer Athlete** – John McEnroe
After returning to the tour in 2006 and winning the doubles title at the SAP Open, McEnroe spent 2007 on the small screen appearing on NBC’s “30 Rock” and HBO’s “Curb Your Enthusiasm
10. **Best Boomer Rocker** – Sting
Reunites and tours with The Police

About BOOMj.com, Inc.

BOOMj.com, Inc.TM is a leading multi-platform lifestyle/social network portal serving [Baby Boomers and Generation Jones](#). BOOMj provides an integrated and highly focused community which incorporates personalized [social networking](#), [online shopping](#), [travel deals](#), [video programming](#), and breaking headline news and focused content in: [health](#), [finance](#), [politics](#), [lifestyle](#), and [movies/entertainment](#) for members. For more information regarding the company, please visit <http://www.boomj.com>.

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