

**Press Release
FOR IMMEDIATE RELEASE**

**NEW INTERNET PORTAL FOR BABY BOOMERS AND GENERATION
JONES — BOOMj.com — PASSES ONE MILLION PAGE VIEWS**

Las Vegas, NV August 6, 2007 - [BOOMj.com](http://www.boomj.com), Inc.™, a lifestyle portal serving [Baby Boomers](#) and [Generation Jones](#), has reached over 1,000,000 page views, an important major milestone for the growth of any website.

But this is even more significant because of BOOMj.com's unique combination of social networking, online shopping site, travel network, breaking news and focused content for its target demographic of Baby Boomers and Generation Jones.

According to recent reports by ComScore, approximately 40% of MySpace users are now over the age of 35. The previous widespread notion that online social networking is exclusively for a younger demographic is no longer accurate. The phenomenon of Baby Boomers and Generations Jones joining social networks is evident from BOOMj.com's rapid growing popularity.

"Baby Boomers and Generation Jones account for 1/3 of the 195.3 million U.S. web users, according to Jupiter Research," said George Pursglove, President and Chief Executive Officer of BOOMj.com. "In just the last 60 days we have seen positive growth in every category. For example, our new members have increased 10 fold and the time spent on our site has shown dramatic growth to over 7 minutes per member visit. Our members are more active than ever and enjoying constantly expanding features and the new content we provide."

About BOOMj.com, Inc.™

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.