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BOOMj, Inc. Announces Launch of New Computer Marketplace as part of BOOMj.com

LAS VEGAS, March 24, 2008 -- BOOMj, Inc. (OTCBB: BOMJ, www.boomj.com), a leading Web-based niche social network and e-commerce site serving more than 78 million [Baby Boomers and Generation Jonesers](#), announced the launch of its new computer category as part of it's expanding BOOMj Store. Over 100,000 new computers and related products will now be available, with a selection that caters both to the home user and to small & medium-sized businesses.

"The BOOMj store is recognized for offering the best brand name items at everyday low prices" said Ben Clark, Managing Director of BOOMj.com, Inc., "Our expansion into the computer marketplace will give our customers access to the products they want from top-tier manufacturers such as Apple, Hewlett-Packard, Sony, Toshiba, Microsoft and grows our store selection to over 1.5 million items."

BOOMj offers Internet users over the age of 35 focused content and breaking news in health, finance, politics, technology, entertainment and lifestyle integrated with social networking tools and e-commerce shopping. BOOMj membership is free and active members are provided with reward points redeemable as cash in the www.Boomj.com store. BOOMj's leadership team has experience in media, retailing and e-commerce and is at the forefront of establishing the premier destination for Baby Boomers and Generation Jones.

About BOOMj, Inc. TM

BOOMj, Inc.TM (OTCBB: BOMJ) is a leading niche portal with social networking and e-commerce serving [Baby Boomers and Generation Jones](#). BOOMj integrates content, social networking e-commerce and advertising in health, finance, politics, technology, entertainment, travel and lifestyle. For more information regarding the company, please visit <http://www.boomj.com>.

Safe Harbor Statement:

This news release includes forward-looking statements intended to qualify for the safe harbor from liability established by the Private Securities Litigation Reform Act of 1995. These forward-looking statements generally can be identified by phrases that say Double-Take or its management "believes," "expects," "anticipates," "foresees," "forecasts," "estimates" or other words or phrases of similar import. Similarly, statements in this release that describe the Company's business strategy, outlook, objectives, plans, intentions or goals also are forward-looking statements. All forward-looking statements are inherently speculative, and are subject to risks and uncertainties that could cause actual results to differ materially from those anticipated in forward-looking statements. These risks and uncertainties include those set forth from time to time in our filings with

the Securities and Exchange Commission. We are under no obligation, and do not undertake any duty, to update these forward-looking statements at any time.