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**Press Release**  
**FOR IMMEDIATE RELEASE**  
**BOOMj.com, Inc. <sup>TM</sup> announces the launch of their e-commerce store.**

Las Vegas, NV April 3, 2007/PR Newswire - BOOMj.com, Inc. <sup>TM</sup> a privately held company announced today the launch of their e-commerce store. The Website geared towards Baby Boomers and Generation Jones now offers leading brand name merchandise at the lowest possible prices.

BOOMj.com's long standing relationships with manufacturers, book publishers, equipment wholesalers and educational information developers places BOOMj.com as a leading online store that is presently stocked with over 1 million brand name products.

"Adding an e-commerce store is another step in the evolution of the company's Website. By coupling our Reward Points feature and providing quality name brand products at low everyday prices, we have created a tremendous value proposition for our members." said George Pursglove, President/CEO for BOOMj.com, Inc. "We believe our e-commerce store will build significant value for our company."

In addition to books, movies and music currently sold, the BOOMj.com Store will be adding more items to their inventory: consumer electronics, office supplies, home furnishing, along with beauty and health supplies. The store can be accessed by visiting <http://www.shopboomj.com/>.

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, e-commerce, travel, health, finance, political and entertainment news 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.

