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**Press Release
FOR IMMEDIATE RELEASE**

**BOOMj PROVIDES A SECURE PLACE FOR BABY BOOMERS AND
GENERATION JONES TO SHOP ONLINE**

BOOMj's Online Shopping Site is Safe, Affordable, and Open for Business

Las Vegas, NV September 18, 2007 - BOOMj.com, Inc. TM, is a Web-based lifestyle portal serving [Baby Boomers and Generation Jones](#), providing an integrated and highly focused community which incorporates personalized [social networking](#), [online shopping](#), [travel deals](#), and breaking headline news and focused content in: [health](#), [finance](#), [politics](#), [lifestyle](#), and [movies/entertainment](#).

BOOMj announced today that the online store – <http://shop.boomj.com> – is now certified by [ScanAlert as HACKER SAFE®](#), the world's most widely adopted e-commerce security standard. BOOMj now provides enhanced security to visitors by placing the certified Trustmark on their shopping vertical. Using its patent pending technology, ScanAlert conducts real-time security audits to assure online shoppers that BOOMj meets the HACKER SAFE standard and that online shoppers' credit card information is continually protected.

“We at BOOMj have an obligation to protect the personal information of our member base,” said Wendy Borow-Johnson, President of Media for BOOMj.com, Inc. “We have addressed the concerns of our target demographic about online shopping security by displaying the date-stamped HACKER SAFE Trustmark.”

Information about the online habits and shopping preferences of Baby Boomers and Generation Jones:

- According to Jupiter Research, Baby Boomers and Generation Jones account for one-third of the 195.3 million U.S. web users.
- Baby Boomers and Generation Jones own 65% of the net worth of all U.S. households (U.S. Consumer Expenditure Survey).
- It is estimated that retiring Baby Boomers and Generation Jones will have \$1 trillion of disposable income.
- 71% of Baby Boomers go online to buy a product based on January 2005 data from the Pew Internet & American Life Project.
- According to Vertias research firm the top categories online shoppers 50-64 years of age purchased online were airline tickets, books, hotel reservations, gifts over

\$50, home electronics, CD's, toys, DVD's, health and beauty products, and home furnishings.

Shop.boomj.com offers over 1.5 million brand name products at everyday low prices, and in conjunction with the BOOMj travel vertical, reflect a majority of the top categories that Baby Boomers and Generation Jones prefer. Customers have the options of using Google Checkout™ or PayPal™ along with the standard payment method of Visa™, MasterCard™, American Express™, and Discover™.

About ScanAlert:

ScanAlert secures organizations of all sizes against threats to their network infrastructure and then certifies them to the HACKER SAFE standard -- the world's Internet security benchmark. Offered as a Software as a Service (SaaS) solution, HACKER SAFE technology protects more than 250,000 websites in over 70 countries worldwide. Well known sites displaying the Trustmark include ESPN, The American Red Cross, Toshiba, Sony Music Store and Warner Brothers, along with the majority of the 500 largest online retailers in the USA. ScanAlert also operates HACKER SAFE Labs, the security industry's only research group focused on ecommerce application security. More information is available at www.scanalert.com.

About BOOMj.com, Inc.™:

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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.

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