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**Press Release  
FOR IMMEDIATE RELEASE**

**BOOMj.com EDUCATES INVESTORS WITH FINANCE VERTICAL**

*New Vertical Offers Easy to Use Financial Planning Resources*

Las Vegas, NV August 30, 2007 - [BOOMj.com](http://BOOMj.com), Inc. <sup>TM</sup>, 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](#).

Today BOOMj announced the addition of comprehensive financial planning resources to its robust financial vertical, greatly expanding the existing content for community members. The new material provides interesting daily quiz questions covering a wide range of financial topics that lead to response-based informative articles. Additional features include in-text glossary of essential terminology, and an extensive database of financial tutorials regarding content and information focused toward Baby Boomers and Generation Jones, the two wealthiest generations spending time online today.

“BOOMj has built a very unique user experience that not only provides entertaining and appealing features to our members, but also extremely informative and helpful material focused toward our target demographic,” said George Pursglove, President and Chief Executive Officer of BOOMj.com, Inc. “Our Finance vertical provides up-to-the-minute stock quotes, breaking financial news in a variety of topics, and extensive information regarding investing, tax planning, personal finance, financial planning, and long term care.”

To create such a robust section of the overall lifestyle network, BOOMj is working with Educated Investor®/Precision Information, LLC to provide high quality information to its member base.

**About BOOMj.com, Inc. <sup>TM</sup>:**

BOOMj.com, Inc. is a Web-based lifestyle portal serving [Baby Boomers and Generation Jones](#). BOOMj.com provides 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](#) for our target market. For more information regarding the company, please visit <http://www.boomj.com>.

**About Educated Investor® / Precision Information, LLC:**

The Educated Investor family of products are published by Precision Information, LLC (PI), a leading provider of interactive financial education products to financial service firms and millions of individual investors. The company's proprietary database consists of more than 8,000 pages of articles, tutorials, definitions, and quiz questions. Such industry leaders as Ameritrade, Morningstar, Intuit, and New York Life rely on Precision Information to provide accurate, reliable, unbiased, engaging and easy-to-use NASD-compliant material.

**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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