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Press Release

FOR IMMEDIATE RELEASE

BOOMj.com[™] Announces That Jim Welsh Joined Its Advisory Board

LAS VEGAS, NV Feb. 15, 2007/PR Newswire - BOOMj.com, Inc.[™], a privately held company announced today that Jim Welsh has agreed to join its Advisory Board. Mr. Welsh will be actively involved in advising the company with its on-line marketing strategies, licensing partnerships, customer loyalty programs and identification of marketing trends affecting the strategic positioning of the company's Baby Boomer and Generation Jones Website.

Mr. Welsh is the President and Founder of "The Growth Leader, Inc.". He will contribute over twenty-five years of marketing leadership and experience from his tenure at Hallmark and Procter & Gamble, two of America's most iconic brands.

At Hallmark, Mr. Welsh was responsible for brand strategy, the "Hallmark Hall of Fame", customer relationship management, on-line marketing, licensing partnerships and customer loyalty programs. He invented and initially launched the Hallmark Gold Crown Card recognized as a benchmark loyalty program with over 13 million active members.

Mr. Welsh is a winner of the Promotion Pro Award, a 2004 Effie Advertising Award and a Clio 2004 Television Cinema Award for the Hallmark Hall of Fame. He also developed major strategic partnerships with Warner Brothers, Disney, Mattel, United Media and Blockbuster Video.

"With the addition of Mr. Welsh to our Advisory board, BOOMj.com will be able to accelerate its plans to establish strategic partnerships with tier-one corporations." said George Pursglove, President/CEO for BOOMj.com. "Jim Welsh is definitely tuned-in to our targeted demographics and will infuse our board with his enthusiasm and energy. We are very excited to be working with him".

About BOOMj.com, Inc.™

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 and 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.