

**Press Release  
FOR IMMEDIATE RELEASE**

**BOOMj.com FEATURES EXPERT ADVICE FROM LOUIS BARAJAS**

*BOOMj Teams Up With Nationally Recognized Financial Expert*

Las Vegas, NV September 04, 2007 - [BOOMj.com](http://BOOMj.com), Inc. <sup>™</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 Louis Barajas to the Business Icons section of the Finance vertical. Since 1991, Barajas has been a nationally recognized financial expert and advocate for financial literacy and small business. His goal is to create an “Economic Revolution for the Working Class” and to be the catalyst in helping people of all income levels, especially the underserved, attain greater abundance through wise financial and business choices and will be using his connection with BOOMj to appeal more directly to this audience.

“Louis Barajas’ goal of providing enlightening financial information aligns perfectly with BOOMj’s aim to become a single source solution for investor news specifically for Baby Boomers and Generation Jones,” said George Pursglove, President and Chief Executive Officer of BOOMj.com, Inc. “His expertise and down-to-earth advice make it easy for our users to connect with Louis for key financial information and, in turn, greatly expands the utility of the vertical.”

Barajas’ personal and business coaching, books, speeches, and seminars make the complex and overwhelming world of finance and small business management comprehensible. He teaches people at every economic level the simple, practical, and powerful financial and business strategies to achieve Financial Greatness<sup>™</sup> and will further expand his teachings on BOOMj.com.

Barajas began his financial and small business career in his teens by helping in his family’s business. He graduated from UCLA in 1984, received his MBA from Claremont Graduate School in 1987, and attained a Certified Financial Planner designation from the Denver College of Financial Planning in 1990.

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

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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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