

Media Contact:
Jordan Fischler
Jordan@allisonpr.com
646-428-0604

**Press Release
FOR IMMEDIATE RELEASE**

BOOMj.COM, INC. ANNOUNCES ITS ACQUISITION BY TIME LENDING CALIFORNIA, INC. (TIML.BB)

Time Lending California, Inc. Acquires Outstanding Equity in BOOMj and Will Change the Company Name to Reflect the Focus of the Fast-Growing Lifestyle/Social Network Portal

Las Vegas, NV October 18, 2007 – BOOMj.com, Inc.TM announced its merger into Time Lending California, Inc. (OTC Bulletin Board: TIML.BB). To reflect the focus of the newly formed entity, Time Lending Corporation will change its name to BOOMj.com, Inc.

BOOMj is a leading multi-platform lifestyle/social network portal serving [Baby Boomers and Generation Jones](#). BOOMj offers adults over the age of 35 [social networking](#), [online shopping](#), [travel deals](#), [video programming](#), headline news and focused content in: [health](#), [finance](#), [politics](#), [lifestyle](#), and [entertainment](#). Members are provided with multiple tools to enhance both their personal and professional life. For more information regarding the company, please visit <http://www.boomj.com>.

“The successful completion of the merger, coupled with Time Lending California’s common stock listing on the OTC Bulletin Board, is a major milestone in the continued creation of shareholder value,” stated George Pursglove, President and Chief Executive Officer of BOOMj.com, Inc. “The Company’s listing on the OTCBB will provide BOOMj with access to capital markets, which will help our company’s growth and greatly enhance our visibility and market awareness.”

According to surveys conducted by the Pew Internet & American Life Project, the BOOMj demographic is the fastest growing group on the Internet. And according to recent reports by ComScore, 40% of the top tier social networks’ users are over the age of 35.

“Social networking coupled with an online shopping store and relevant video content is a market changing phenomenon for Baby Boomers and Generation Jones,” added Wendy Borow-Johnson, President of Media of BOOMj.com, Inc. “BOOMj is at the forefront of establishing a single source solution for this coveted demographic.”

The BOOMj lifestyle/social network portal is available at www.boomj.com. Or, for more information, email info@boomj.com.

About BOOMj.com, Inc. TM

BOOMj.com, Inc.TM is a leading multi-platform lifestyle/social network portal serving [Baby Boomers and Generation Jones](#). BOOMj provides an integrated and highly focused community which incorporates personalized [social networking](#), [online shopping](#), [travel deals](#), [video programming](#), and breaking headline news and focused content in: [health](#), [finance](#), [politics](#), [lifestyle](#), and [movies/entertainment](#) for members. For more information regarding the company, please visit <http://www.boomj.com>.

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.

###