

**Press Release
FOR IMMEDIATE RELEASE**

GET YOUR TICKETS: BOOMj.COMTM GOES TO THE MOVIES

Boomer and Joneser Lifestyle Portal Launches Movies Section

Las Vegas, NV July 12, 2007 – BOOMj.com, Inc.TM, a one-stop shop on the Internet for Baby Boomers and Generation Jones combining social networking, lifestyle information and Online shopping, today launched BOOMj Movies (www.Boomj.com/Movies). BOOMj.com will provide users with the most up-to-date and complete database of movie show times, ticketing, trailers, and information available, further building the extensive lifestyle network already created by the site.

“Our main goal is to provide quality content to our members along with features exclusive to BOOMj.com,” said George Pursglove, president and chief executive officer of BOOMj.com. “The launch of our movies page creates more enticing content for our users and makes it easier for busy Boomers and Jonesers to find the information they need and want quickly.”

In addition BOOMj Movies will offer exclusive features such as BOOMj’s ‘Blast from the Past’ promotion, which showcases the most popular Movies, TV series box sets, and CD’s from the 60’s, 70’s, and 80’s. These titles will be linked directly to the secure BOOMj.com store for purchase at everyday low prices.

About BOOMj.com, Inc.TM:

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.