

Contact:
Tara Reiter
888-728-8736 ext. 705 (office)
tara@boomj.com

Press Release

FOR IMMEDIATE RELEASE

BOOMj.com(TM) announces that Jonathan Pontell has joined its Advisory Board

LAS VEGAS, Feb. 12 -- BOOMj.com, Inc. (TM), a privately held company announced today that Jonathan Pontell has agreed to join its Advisory Board. Pontell will be actively involved in advising the company on cultural, business, marketing and political trends affecting the strategic positioning for the company's Baby Boomer and Generation Jones Web site.

Pontell, a well-known social commentator and generations expert, is the person who identified the existence of, and coined the name for "Generation Jones"—the heretofore lost generation between the Baby Boomers and Generation X. Generation Jones is the largest generation in U.S. history, with 53 million Americans (26% of all U.S. adults) falling within its birth years of 1954 to 1965. Partly because of its large size, and accompanying financial influence, Generation Jones has been the recipient of major media attention.

Pontell is widely considered to be the foremost authority on Generation Jones. He discusses Generation Jones frequently on national television and radio talk shows, delivers keynote speeches about it at major conferences worldwide, and consults with international business and political leaders about how best to effectively appeal to Jonesers.

"Upon meeting Jonathan Pontell and witnessing his level of energy; his vision and passion for the Generation Jones, I know his association with BOOMj.com will be the perfect match," said George Pursglove, President/CEO for BOOMj.com. "This new and exciting venture with Mr. Pontell will provide endless opportunity to attract more of our targeted demographic. I am very excited to begin working with him."

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 information 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.