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**Press Release  
FOR IMMEDIATE RELEASE**

**BOOMj SHOWCASES UNIQUE BUSINESS MODEL AT VALUERICH SMALL-CAP  
FINANCIAL EXPO**

*President of Media, Wendy Borow-Johnson Presents on Thursday, October 18th*

LAS VEGAS, NV October 16, 2007 - BOOMj.com, Inc.<sup>™</sup> is a Web-based lifestyle portal serving [Baby Boomers and Generation Jones](#). BOOMj provides 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](#) for our target market. For more information regarding the company, please visit <http://www.boomj.com>.

BOOMj is a featured presenter at the ValueRich Small-Cap Financial Expo in New York City on October 18, 2007. Wendy Borow-Johnson, President of Media for BOOMj.com, Inc. will deliver a presentation on the Company's strategic goals and meet with ValueRich associated investment bankers, fund managers, institutional and accredited investors. The event will take place at the West New York Hotel from 9:00 AM to 5:00 PM.

"The ValueRich Financial Expo provides an exclusive format and opportunity for BOOMj to directly interact with potential strategic partners," said Borow-Johnson. "I look forward to presenting our unique business concept and revenue model to the investment community."

BOOMj was developed to address the growing need for a targeted lifestyle network and Internet portal for Baby Boomers and Generation Jones. This site is an extension of what is being offered in the market place today. BOOMj offers access to a social network that allows members to collaborate with one another and build personalized web pages, in conjunction with a web portal model to provide compelling relevant content. The BOOMj Lifestyle Network also includes a fully functional travel booking engine and a comprehensive secure online store that features more than 1.5 million brand name products.

BOOMj is a single source solution for Baby Boomers and Generation Jones online.

A Webcast of the presentation, hosted by Onstream Media (ONSM), will be available for 180 days after the show at <http://www.ivaluerich.com/expo>.

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

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**About ValueRich:**

ValueRich, Inc., hosts several large-scale ValueRich Small-cap Financial Expo events per year. Earlier this year the company launched iValueRich.com – a rapidly growing Web 2.0 community for emerging company management and financial professionals – where companies can submit their financial needs online to a large group of investment bankers and other funding resources. Join iValueRich.com at <http://www.ivaluerich.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.

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