

**Press Release
FOR IMMEDIATE RELEASE**

**BOOMj.COM ANNOUNCES THE ADDITION OF WENDY BOROW-JOHNSON
AS PRESIDENT OF MEDIA**

*Cable and Broadcast Communications, Transactional Businesses, and Electronic Media
Industry Leader Joins In-House Staff*

LAS VEGAS, NV August 21, 2007 - BOOMj.com, Inc.TM is a Web-based lifestyle portal serving [Baby Boomers and Generation Jones](#). BOOMj.com 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>.

Today BOOMj announced the addition of Wendy Borow-Johnson as its President of Media. Borow-Johnson is a leader in cable and broadcast communications, transactional businesses, new business development, and electronic media industries.

“Wendy has extensive experience in the fields of network development, retail promotion, and cross-media marketing,” said George Pursglove, President and Chief Executive Officer of BOOMj.com. “Her expertise will help BOOMj.com more effectively reach our target demographic of Baby Boomers and Generation Jones.”

She has consulted for more than 15 major online and media companies including AT&T, Insight Digital Cable, and AOL, and has worked on direct to consumer advertising campaigns for more than 25 pharmaceutical and consumer packaged goods companies. She was most recently the president of the Healthy Living Channel, which was distributed on DishNetwork and various local cable systems, into 15 million US households.

In 2006 she received the Consumer Health World Lifetime achievement Award for Media. In 2005 she was named Business Woman of the Year by the Business Leadership Council. In 2002 and 2003 the American Biographical Institute Board of International Research named Borow-Johnson as one of their Women of the Year. Borow-Johnson was named as Today's Chicago Women's 100 Women Making a Difference in Chicago in July 2000. She was named in the 2001 Who's Who in American Executives and Professionals, Women on Wall Street.

About BOOMj.com, Inc. TM

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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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