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Press Release

FOR IMMEDIATE RELEASE

BOOMj.com[™] announces the signing of an agreement with YellowBrix to provide News and Content for its Baby Boomer and Generation Jones Web site

Las Vegas, NV. Feb. 5, 2007 /PR Newswire --BOOMj.com, Inc.[™], a privately held company has signed an agreement with YellowBrix, a leading provider of News and content. Today's most useful and powerful Web sites combine proprietary content with relevant, timely external information—creating a complete and powerful information tool that enables users to make better business decisions. BOOMj.com understands that their Web site is a strategic business tool, and they have built an information platform with that objective in mind. YellowBrix can provide BOOMj.com with a complete, single source solution of the best content, tools and services. Leading companies, such as ABNAMRO, Case Industries, Clear Channel, Lockheed Martin and Sprint, have turned to YellowBrix to power their critical business information needs.

YellowBrix is a pioneer in real-time information delivery and leading provider of targeted news and business intelligence services. The YellowBrix solution offers up to 130,000 breaking news stories a day culled from thousands of the most reliable sources and dynamically links incoming news to valuable company, financial, and industry data. YellowBrix's innovative technology solution then organizes this data intelligently—based on clients' requirements—and seamlessly presents the most important information to their users, enabling them to make informed business decisions and stay a step ahead of the competition.

YellowBrix is a privately held company headquartered in Alexandria, Virginia. YellowBrix' major shareholders include Soros Private Equity, ABN AMRO and Tribune Media Services.

About BOOMj.com, Inc.[™]

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.