

NEWS RELEASE



Navigate Boomer Media

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FOR IMMEDIATE RELEASE

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Navigate Boomer Media Adds New Marketing and Research Services

SANTA MONICA, Calif, June 30, 2010—Navigate Boomer Media announced today that they have added several new marketing and research services to help marketers reach online baby boomers. Navigate Boomer Media is the largest online boomer research source and ad network in the U.S. They represent 118 boomer websites, deliver over 107 million unique monthly visitors and 1.5 billion monthly page impressions with geo-targeting, full campaign transparency, research and site level real time metrics.

Navigate Boomer Media offers new services in addition to display advertising:

- Integrated content on boomer centric sites
- Sponsorship on boomer site's newsletters
- Email list of twenty million baby boomers
- Customized and packaged online research options

CEO Nancy Shonka Padberg said, "Our competitive advantage is being the best at reaching boomers online effectively. This important demographic is our only focus. Today we are happy to announce that in addition to display advertising, we now offer integrated content, email, research and eNewsletter sponsorships. This is what our digital agencies and marketing clients in finance, health care, travel and automotive industries are asking for. We create custom online advertising packages for them."

Companies are recognizing and addressing the spending power in the U.S. by the baby boomers. Seventy-eight million boomers in the U.S. control 70 percent of the U.S. wealth and 83 percent of them are on the internet regularly—on average 15 hours per week.* The boomers are the healthiest and wealthiest demographic in the U.S. with spending power of \$2.5 trillion annually and are their own economic force. Additionally, boomers purchase 80% of the luxury travel, buy 7 autos over the age 50 and purchase the majority of financial services and pharmaceutical products.

About Navigate Boomer Media

Navigate Boomer Media, LLC (<http://NavigateBoomerMedia.com>) based in Santa Monica, California, is the largest U.S. Baby Boomer online digital ad network for 118 original rich content publishers of websites, blogs and social networking communities with 107 million unique monthly visitors. Navigate Boomer Media also provides online research services to advertisers and marketers from its broad pool of active baby boomers.

*Harris Interactive December 2009 Survey