

NEWS RELEASE



Navigate Boomer Media

519 California Ave. Ste.103 Santa Monica, CA 90403 (800)779-0237 / fax:(800)747-1580

FOR IMMEDIATE RELEASE

Media Contacts:

Navigate Boomer Media: Kyle Murphy, kmurphy@navigateboomermedia.com, 424-354-4016

ZoomerMedia: Leanne Wright, leanne@zoomer.ca, 416-886-6873

NAVIGATE BOOMER MEDIA AND ZOOMERMEDIA LIMITED SIGN STRATEGIC ONLINE ALLIANCE

Largest Boomer/Zoomer Online Media Firms In North America
Unite To Deliver Singular Solution For Advertisers

SANTA MONICA, CA, October 19, 2010 – Navigate Boomer Media announces an alliance with Canada's largest media company focused on Baby Boomers and seniors, ZoomerMedia Limited. The firms will represent each other's online media properties to advertisers and marketers globally, as well as refer cross-border business. This alliance will provide advertisers with a single source to reach this huge population online.

ZoomerMedia Limited serves the needs and interests of Canada's 14.5 million 45-plus. In 2008, ZoomerMedia Founder and CEO Moses Znaimer, one of Canada's foremost media innovators and broadcasters, announced his New Vision of Aging and popularized the word "Zoomer" (derived from Boomers With Zip!) to describe the entire 45+ population – both Boomers (45-65) and older. In Canada, Zoomers account for close to 60% of consumer spending, including \$1.5 billion spent online in the past year.

In the U. S., Baby Boomers (ages 46-64) control 75% of total net worth, spend \$3 trillion annually and will spend \$7 billion online this year, according to Pew for the Associated Press.

"We're excited about aligning with ZoomerMedia, as they are a natural fit for our ongoing growth. Navigate Boomer Media currently represents over 120 Baby Boomer interest Internet properties, delivering 112 million unique visitors and 1.4 billion page impressions per month in the U. S.," said Nancy Shonka Padberg, CEO of Navigate Boomer Media. "Boomers are spending 15 hours a week online, more time than teenagers. Bringing Canadian and American Boomer audiences together make sense more than ever for marketing."

"Our web sites and e-newsletters, including the flagship 50plus.com, deliver the most focused reach of this demographic in Canada, with an audience composition index of over 200 (higher than any other web site in Canada) and over 2 million page views per month. We know that in such areas as health and travel, there are many U.S advertisers who want to reach the Canadian market; there are also many Canadian advertisers for whom the U. S. is an important market. By joining forces, Navigate Boomer Media and ZoomerMedia Limited will be able to offer advertisers unparalleled reach and efficiency," said David Cravit, VP ZoomerMedia.

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About Navigate Boomer Media

Navigate Boomer Media LLC (www.navigateboomermedia.com), based in Santa Monica, California, is the largest boomer marketing source for boomer focused publishers of websites, blogs and social networking communities. Navigate Boomer Media also provides display advertising, email, mobile, content placement and online custom research services to advertisers and marketers from its broad pool of active online Baby Boomers.

About ZoomerMedia Limited

ZoomerMedia Limited, based in Toronto, Ontario, is a publicly traded company (TSX Venture:ZUM) that owns a media portfolio focused exclusively on Canada's 14.5 million Zoomers (age 45-plus). ZoomerMedia Limited owns and operates VisionTV; ONE: the Body, Mind and Spirit channel; Joytv10 (Vancouver); Joytv11 (Winnipeg); The New Classical 96.3 FM – English Canada's only commercial all-classical radio station; and The New AM 740 – Zoomer Radio – a rare 50,000 watt clear channel that reaches 28 U.S. states; The ZoomerShow – Canada's largest Boomer tradeshow and lifestyle expo; the prestigious ideaCity Conference and the CARP Conference on Aging and Longevity; plus its flagship property, ZOOMER Magazine that is available on national newsstands. ZoomerMedia's online properties include the newly redesigned www.50Plus.com, Canada's largest web site catering exclusively to Zoomers, as well as seven other websites. ZoomerMedia also owns The Zoomer Agency, which provides marketing, creative and production services founded on the company's specialized knowledge of the Zoomer marketplace.