

AmericanLife TV Network Announces Strategic Partnership With Web-Based Social Network Leader, BOOMj.com
Partnership Will Offer Baby Boomer Audience Key Opportunities
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[AmericanLife TV Network](http://www.americanlifetv.com)(SM) (www.americanlifetv.com), the cable network devoted to the Baby Boomer generation, announced today a strategic cross-promotion partnership with BOOMj, Inc. (OTCBB: BOMJ), www.boomj.com, a leading Web-based niche social network and e-commerce site serving more than 78 million Baby Boomers and adults over age 35. The strategic partnership will include marketing and promotion initiatives with ALN and BOOMj.com including cross promotions, program streaming video, 30 second promo spots, shared subscriber promotions and more.

"AmericanLife TV is excited about this partnership and the great opportunities it will offer to our audience," says COO Larry Meli. "BOOMj.com targets our key demographic and shares our vision for socially responsible family-friendly entertainment for Baby Boomers and their families."

According to BOOMj.com, Baby Boomers and Generation Jones are between 41-64 years of age. This demographic represents nearly 2/3 of all US household income and accounts for over 1/3 of all web users. "We believe that the partnership with American Life Network is a great way to enhance our social network. Baby Boomers and adults over 35 are video centric and loyal cable viewers seeking content about health, travel, beauty and fashion, finance, the environment and TV entertainment programming that is timeless. We are excited to bring ALN programming to our platform, to offer ALN viewers BOOMj membership benefits and to work with ALN to reach our target demographic," stated Wendy Borow Johnson, President BOOMj, Inc.

About BOOMj, Inc.

BOOMj, Inc. (OTCBB: BOMJ), www.boomj.com, is a leading Web-based niche social network and e-commerce site serving more than 78 million Baby Boomers and Generation Jonesers. BOOMj provides an integrated and highly focused community which incorporates personalized [social networking](#), [online shopping](#), [travel deals](#), [video programming](#), and breaking headline news and focused content in: [health](#), [finance](#), [politics](#), [lifestyle](#), and [movies/entertainment](#) for members. For more information regarding the company, please visit <http://www.boomj.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.

About AmericanLife TV Network(SM)

AmericanLife TV Network™ (www.americanlifetv.com) is the cable network devoted to America's baby boomer generation. The network delivers classic TV, lifestyle, original and socially responsible programming that addresses compelling issues important to today's mature audience. ALN offers VOD and broadband programming. For more information, or to get AmericanLife TV Network™ call your local cable or satellite provider or visit us at <http://www.americanlifetv.com/>.

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