



Contacts:

Jeff Lantz
Chief Executive Officer
55-Alive! LLC
<http://www.55-Alive.com>
(800) 881-2050 ext 501

Kristyn Hutzell
Director
Avalon Communications
<http://www.avalon-comm.com>
(512) 514-6045

55-Alive! Announces 55-Alive! Battle of the Boomer Bands Call for Entries!
Does Your Boomer Band Have What it Takes?

Lake St. Louis, MO, July 24, 2007 – 55-Alive! (<http://www.55-Alive.com>) today announced that entry forms for the 55-Alive! Battle of the Boomer Bands are now available on the 55-Alive! website. As previously announced, the Battle of the Boomer Bands is an online competition featuring musicians born before 1964 who may enter the contest either as solo artists or as a band.

“The Battle of the Boomer Bands gives talented but largely unknown boomer and pre-boomer musicians the opportunity to build recognition and have fun battling it out for the title of the Best Boomer Band,” said Kelly Lantz, president of 55-Alive! LLC. “All competitors will have a profile on 55-Alive.com where their entry video will be featured and voted on by our online audience.”

“The Battle of the Boomer Bands is an exciting continuation of our commitment to enrich the lifestyles of boomers and those over 50,” said Ms. Lantz. “This competition is a fun way for our members and the online community to interact.”

Entry forms for the Battle of the Boomer Bands are available at <http://www.55-Alive.com>. To enter, solo artists and bands should complete the online entry form and submit their music video to 55-Alive! Online artist/band profiles can be created to develop a fan base and increase exposure of each artist or band’s music. Throughout the competition music videos will be featured on 55-Alive!, and musicians and the 55-Alive! online community can interact.

The deadline for entries is October 15, 2007. Specific details on the competition are also available on 55-Alive!

Sponsorship for the Battle of the Boomer Bands is currently underway. Companies interested in becoming a Battle of the Boomer Bands sponsor may contact Kristyn Hutzell at Avalon Communications at telephone number 512-514-6045.

About 55-Alive!

55-Alive! is a comprehensive and trusted online magazine and community for baby boomers and those over age 50. 55-Alive! provides news, lifestyle, health, recreation, and financial information, dozens of featured columnists, an interactive community, and 55-Alive Romance!, a place for baby boomers and those over age 50 to connect. Membership to both 55-Alive! and 55-Alive Romance! is free, and members can create online profiles, blogs, and photo galleries, and can join the many 55-Alive! groups. 55-Alive! is headquartered in Lake St. Louis, MO. 55-Alive! can be seen at <http://www.55-Alive.com>.

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