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**55-Alive! Launched as Premier Interactive Online Magazine and Community  
for Active Adults, Baby Boomers, and the 50-plus Generation**

*Interactive Online Community Combines MySpace – type Member Profiles, Video Content, Member  
Stories and More than Two Dozen Featured Columnists*

Lake St. Louis, MO, December 6, 2006 – 55-Alive! (<http://www.55-Alive.com>) today announced the launch of a new interactive online magazine and community specifically for active adults, the baby boomer generation, and the 50-plus generation, together numbering in excess of 70 million.

“55-Alive! is a new, exciting and dynamic interactive community,” said Kelly Lantz, 55-Alive! President. “55-Alive! is presented in a magazine format that combines MySpace - type member profiles, video content, featured columnists, member groups, and much more.”

The core beliefs of 55-Alive! are individuality, connection, and interaction.

“Those over 50 are the most experienced members of our society,” said Ms. Lantz. “They’ve always done things their way, and now that they’re over 50 they don’t want to be told what they must do or how or how to live their lives. They don’t think of themselves as “seniors”, “baby boomers”, or “retirees”. Instead, they view themselves as grandparents, teachers, tennis players, volunteers, and many diverse combinations of these types of categories.”

Based on these core beliefs, the 55-Alive! community is built around connection and interaction between members. “The 55-Alive! platform allows members to share their expertise and to connect with other like-minded people, whether it be about sharing life experiences, actively pursuing new interests, or making life better for others through volunteering and philanthropy,” said Ms. Lantz.

“It’s not a one-way source of information delivery. We strongly believe that each of our users has important ideas and expertise to contribute. If someone has a story or idea, we want to hear about it. Members can also join one of the 55-Alive! groups, such as a grandparenting or travel group, or they can form a new group.”

In addition to the MySpace – type member profiles, 55-Alive! has teamed up with more than two dozen featured columnists and premier content providers, including Studio One channels and video content from Roo Media Corporation. Users can watch video clips of the latest news, see movie trailers, or read any of the more than 300 articles added each month.

**About 55-Alive!**

55-Alive! is a premier interactive online magazine and community for individuals over 50. 55-Alive! provides news, lifestyle, health, recreation, and financial information, dozens of featured columnists, and an interactive community. Membership is free, and members can create online profiles and blogs, participate on discussion boards, become moderators or featured article contributors, or join one of the 55-Alive! Groups. 55-Alive! is the successor to the RetirementLifeToday.com website and is, along with [www.RetirementCommunitiesOnline.com](http://www.RetirementCommunitiesOnline.com) and [www.RVListingsOnline.com](http://www.RVListingsOnline.com), a part of the Karden Investments portfolio of companies. The headquarters of 55-Alive! are in Lake St. Louis, MO. 55-Alive! can be seen at <http://www.55-Alive.com>.

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