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**55-Alive! Announces 55-Alive! Battle of the Boomer Bands**  
*Boomer Bands and Musicians to Showcase Talent in Online Competition*

Lake St. Louis, MO, June 19, 2007 – 55-Alive! (<http://www.55-Alive.com>) today announced the launch of the 55-Alive! Battle of the Boomer Bands, an online competition featuring musicians born before 1964 who will be able to compete for prizes and fame.

“The Battle of the Boomer Bands will feature the many talented but largely unknown boomer and pre-boomer musicians, and give these musicians the opportunity to become recognized and to have fun,” said Kelly Lantz, president of 55-Alive! LLC.

Musicians and bands can enter the competition by submitting a music video to 55-Alive! Competitors may also create an online band profile on 55-Alive! to develop a fan base and promote their music. Music videos will then be featured on 55-Alive!, and the 55-Alive! community can rate the bands and discuss their music.

“We believe that the Battle of the Boomer Bands is an ideal continuation of our commitment to enriching the lifestyles of boomers and those over 50,” said Ms. Lantz. “At 55-Alive!, our focus is on promoting the interests of our members and developing the growing 55-Alive! community through promoting active lifestyle and areas such as a free dating section.”

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.

Specific details on the competition, including the casting call, deadline for entries, judging criteria and prizes will be released shortly.

**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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