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55-Alive! Announces 55-AliveChat!™ for the Baby Boomer and 50+ Online Community, and the Launch of 55-Alive! Ask the Expert

Lake St. Louis, MO, February 29, 2007 – 55-Alive! (<http://www.55-Alive.com>) announced today the implementation of 55-AliveChat! instant messaging and chat rooms, making it the first major baby boomer/ 50+ community to feature instant messaging and chat rooms.

55-AliveChat! will also be used to facilitate online conversations between member-created groups and moderated online discussions with 55-Alive! Ask the Expert.

“The 55-Alive! Ask the Expert chats will commence the week of March 5th in a Q&A format, and will initially cover areas such as grandparenting, relationships, dating, career advice, and pets,” said Kelly Lantz, President of 55-Alive! “The number of expert chats will be expanded to include a wide variety of topics as new experts are added to the 55-Alive! community. We now have more than four dozen featured experts and contributors since our December launch, and are continuously adding more.”

By providing cutting edge features and interactive content, 55-Alive! has established itself as the complete online community for those over age 50.

In addition to the communication technology offered by 55-AliveChat!, members can create blogs and profiles, form groups, view current news, sports, health and entertainment videos, search the 55-Alive! library of movie reviews, search RV (recreational vehicle) listings, bed & breakfast listings, and, through the 55-Alive! Career Center, conduct a job search.

55-AliveChat! is the latest feature to be added to the 55-Alive! website, which is also the first baby boomer / 50+ community to offer streaming video of current news, entertainment, health and other video topics. 55-Alive! is presented in a magazine format that combines member profiles, video content, featured columnists, member groups, and much more.

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 the 55-Alive! groups such as the Grandparenting Group. 55-Alive! is the successor to the RetirementLifeToday.com website and headquarters are in Lake St. Louis, MO. 55-Alive! can be seen at <http://www.55-Alive.com>.

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