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**55-Alive! Announces 55-Alive Romance!**

*Free Online Baby Boomer Dating Specifically for the 50+ Community*

Lake St. Louis, MO, May 10, 2007 – 55-Alive! (<http://www.55-Alive.com>) today announced the launch of 55-Alive Romance!, the premier free online baby boomer dating platform for baby boomers and the 50+ community. 55-Alive Romance! allows members to search for and connect with others based upon similar interests, character values, and lifestyle.

“55-Alive Romance! offers members the opportunity to meet and connect with others within the trusted 55-Alive! community,” said Kelly Lantz, 55-Alive President. “This eliminates the concern of those over 50 of finding a dating site that is both reputable and focused on the interests and lifestyles of those over 50.”

Membership to both 55-Alive! and 55-Alive Romance! is free, which is a significant benefit as other dating sites charge \$50 or more for a one-month membership.

“The addition of 55-Alive Romance! to the streaming videos, syndicated and featured columnists, and other cutting edge features in 55-Alive! further enhances the 55-Alive! community, as well as our ability to add value to our members,” said Ms. Lantz.

**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 55-Alive! groups. 55-Alive! is the successor to RetirementLifeToday.com, and is headquartered in Lake St. Louis, MO. 55-Alive! can be seen at <http://www.55-Alive.com>.

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