

NEWS RELEASE



Navigate Boomer Media

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Navigate Boomer Media Appoints Media Executive Mark Griggs to Southeast Sales Director

SANTA MONICA, Calif, March 4, 2011 - Navigate Boomer Media announces the appointment of Mark Griggs as Southeast Sales Director. Navigate Boomer Media is the largest online baby boomer media resource specializing in display advertising, email, mobile, caregiver databases, research and content placement. Baby Boomers, ages 46 – 64, control 77% of the total net worth in the U.S and spends 15 hours per week online and \$7 billion online annually according to Pew for the Associated Press.

Mr. Griggs built his media sales career at large media firms such as Advance Publications, The New York Times Group and Time, Inc. Most recently he was President/CEO at Direxion, Inc. "I am happy to be part of the largest online boomer source. The timing is perfect for the Navigate Boomer Media solution for marketers and digital agencies with clients in arenas such as healthcare, automotive, travel and pharmaceuticals looking to get their share of the 78 million boomer's \$2.3 trillion in disposable income. With our digital assets focused squarely on boomers, advertisers now have a single source of expertise to help them be successful in reaching the lucrative baby boomer demographic." said Griggs.

"We are thrilled to have Mark join our rapidly growing company. Mark brings extensive media knowledge, drive and unmatched digital experience to the company," said Nancy Shonka Padberg, CEO of Navigate Boomer Media. "Mark understands the boomer consumer and knows how to build solid relationships and contribute to a healthy fast paced culture."

Navigate Boomer Media is growing quickly and currently represents 120 boomer websites delivering 1.4 billion page impressions per month. EVP Roger Stallard added, "The addition of Mr. Griggs as Sales Director in the Southeast complements our other sales directors, including Tom Brookover, Midwest, Nora Gervais, New York, Capri Inge, West Coast and Mike Bebb in the Southwest. Mr. Griggs' appointment is effective immediately."

About Navigate Boomer Media

Navigate Boomer Media, LLC (www.navigateboomermedia.com), based in Santa Monica, California, is the largest U.S. and Canadian Baby Boomer online media source for 120 rich content publishers of websites, blogs and social networking communities. Navigate Boomer Media is a sponsor of Mary Furlong's What's Next Boomer Business Summit, April 29, 2011 in San Francisco.

*Harris Interactive December 2009 Survey