

NEWS RELEASE



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Don't Miss the "7th Annual What's Next Boomer Business Summit" March 19, 2010 in Chicago Featuring the Leading Marketing Strategists for the 50+ Consumer

CHICAGO, IL, (March 12, 2010) – Featuring the country's leading strategists for marketing to the 50+ consumer, the **7th Annual What's Next Boomer Business Summit** is set for March 19, 2010 at the Hyatt Regency in Chicago. Produced by Mary Furlong & Associates and featuring such outstanding speakers as Kevin Donnellan, Executive Vice President and Chief Communications Officer of AARP, Mark Graham, Senior Vice President, iVillage.com and Dr. Stan Humphries, Chief Economist, Zillow.com, the event will focus on the most effective strategies for selling products and services to the post-recession baby boomer market .

Boomer Facts

- 77 million baby boomers represent 28% of the U.S. population
- Boomers were born between 1946 and 1964
- Hold 77% of all financial assets
- Every 7 seconds someone is turning 50
- By 2010, 108 million people will be over 45
- Households headed by someone 40 or older hold 91% of America's net worth
- Boomers constitute 35% to 38% of Internet users¹

The event will spotlight new research, products and services that truly represent what is next in the boomer market. The 2010 event will emphasize integrated, social and mobile marketing and new distribution channels. It also will provide a profile of business segments that have moved into the rapidly growing sector of care giving, an \$800 billion market.

Navigate Boomer Media, www.navigateboomermedia.com the largest boomer digital ad network with 115 sites is sponsoring the "What's Next Boomer Business Summit" "This is where agency and marketing heavyweights will gather to learn more about getting their share of the \$2 trillion boomers spend annually on travel, healthcare, autos and financial services. It is also an excellent venue for networking and building alliances," said Nancy Shonka Padberg, CEO Navigate Boomer Media. More information www.boomersummit.com. Navigate Boomer Media is offering registrants to the Summit a 20% discount by entering code MPR6.

About Navigate Boomer Media

Navigate Boomer Media, LLC www.navigateboomermedia.com, based in Santa Monica, California, is the largest U.S. Baby Boomer online boomer digital ad network for original rich content publishers of websites, blogs and social networking communities. Navigate Boomer Media also provides online research services to advertisers and marketers from its broad pool of active baby boomers.