



PreRetirementLife.com™

A trusted resource for adults 50 plus.

First Year-Round Virtual Expo for Baby Boomers Aged 50-64

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Introducing PreRetirementLife.com

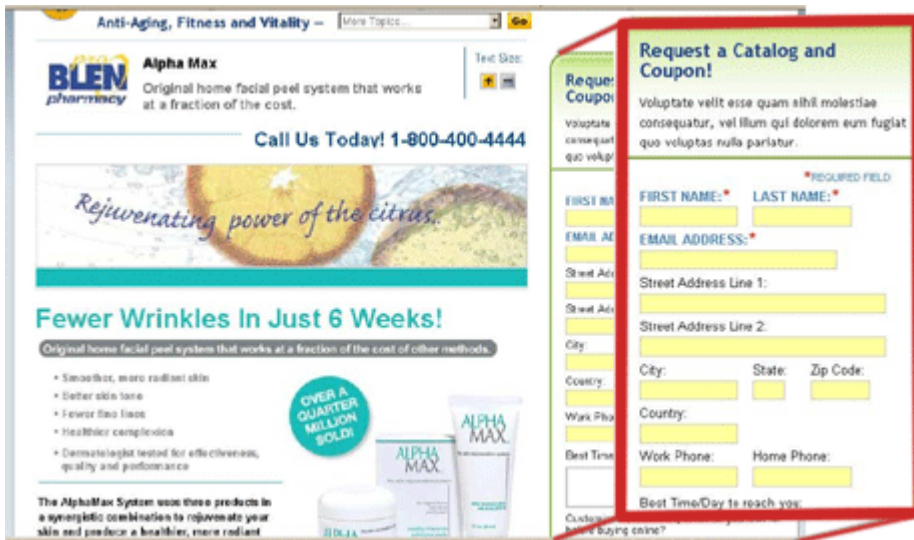
The first Web destination exclusively dedicated to meeting both the PreRetirement life stage needs of 50 plus Baby Boomers and the marketing objectives of companies trying to reach them.

**Launching in Late Summer 2007.
Act now - First 100 Marketers
to get free Expo Display.**





SITE FEATURES



The site will offer practical and constructive information for PreRetirees, with several highly innovative community and resource components. It will be an ideal environment for target marketing around actionable information.

Users will find advice, activities, opportunities and a directory of the most useful online resources to help plan the future and maximize the present.

We'll cover all the topics that concern this age group now – health & wellness, fitness, anti-aging, financial planning, care giving, careers and more.

We'll also include a section profiling new products specifically of interest to them, plus a Human Search Engine where users can get any question answered by staff specialists or other users.

A NEW ADVERTISING MEDIUM

To enable you to receive an on-going flow of qualified sales leads, the site will also feature a unique "Virtual Expo" marketplace section as a showcase for advertisers. Site exhibitors (advertisers) receive their own Expo Display page (up to five web 'pages' of 'exhibit space') to promote their company, brand, products and/or offer, including an online lead generation form for site visitors to complete. These leads will go directly to you each day on an exclusive basis.

It's as easy as 1,2,3

You may submit your own pages according to our specifications, or provide existing advertising and promotional materials and we will create your exhibit web page for you.

Traffic to the site will be promoted in a wide variety of ways, including search engine optimization, search engine keyword purchases, strategic partnerships, direct mail to important segments of this market, and distribution of a PreRetirementLife Guide in major malls.



OTHER WAYS TO ADVERTISE

PreRetirementLife.com also offers an array of methods for reaching our audience:



- Banner advertising - throughout the site or on category pages most relevant to your offering.
- Contextual advertising – text or graphical advertisements triggered by content.
- Performance-based advertising – pay only when there is a successful action by the users.
- Co-registration lead generation – have your offers seen at the point of sign-up by our users.
- Email marketing – have your marketing message distributed to our double-opt-in list of committed subscribers who have indicated they are interested in hearing from our exclusive list of partners.



WHY 50 PLUS PRERETIREES ARE CRITICAL TO YOUR FUTURE SALES

Every day, 12,000 Baby Boomers turn 50. That means a massive shift in money and markets.

- By 2010, 58.4 million people will be 50-64 (“PreRetirees”), 38% more than in 2000
- PreRetirees will represent nearly 20% of the total population vs 15% in 2000
- Consumers 50 plus already spend \$1.7 trillion annually and control 50% of all discretionary spending. They are the wealthiest, best educated and most sophisticated purchasers.



Choose an area of the Virtual Expo to explore

| | |
|-------------------------------|---------------------------------------|
| Health and Medical | Careers, Education & Self-Improvement |
| Anti-Aging | Technology |
| Financial Planning & Services | Caregiving |
| Travel & Tourism | Family, Kids & Relationships |
| 50+ Housing | Volunteerism |
| Your Home | Legal & Social Issues |
| Entertainment & Leisure | Publications, Media & Resources |

Where Will All The PreRetiree Spending Go

PreRetirees will spend money on financial planning to build nest eggs, but at the same time many plan to keep on working. In fact, in one recent survey, 57% said they have no idea when they will retire.

They are very concerned about staying fit and active — and maintaining a youthful appearance. They travel more. They remodel their homes and look for new types of adult communities.

In one survey 59% say they plan to move after leaving their primary careers, but this means 41% plan to stay where they are. They continually “reinvent” themselves in different ways; buy new technologies, luxuries and experiences.