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Boomer Women Defying Stereotypes

***Leading Authority on Boomer Women, VibrantNation.com Study
Uncovers That Women At Midlife and Beyond Are Well-Connected and Wired***

March 18, 2009 (Louisville, KY) -- VibrantNation.com, the online destination for women 50+, released new research that reveals that the niche they've termed "Vibrant Women" is the first generation of women in history whose social networks are continuing to expand at midlife and beyond. The study's findings are of particular interest to marketers in this recessionary economy, where Vibrant Women are one of the dwindling number of consumer groups with available discretionary funds.

Vibrant Women are in the prime of their lives and the healthiest, wealthiest, best-educated generation in history. Defying the stereotype of increasing marginalization as they age, this study confirmed that not only are their networks growing, they are growing online.

The white paper outlining the study was authored by VibrantNation.com, Senior Strategist, Carol Orsborn, Ph.D. and VibrantNation.com Founder and CEO Stephen Reily. Their respective experience as an internationally known author and thought leader on issues related to Boomer women and as marketing professional provide Carol and Stephen with unique insights into this increasingly attractive market segment. Mr. Reily and Dr. Orsborn announced their findings to attendees of this week's *American Society on Aging* and *Boomer Summit Conferences* in Las Vegas.

KEY FINDINGS - The Vibrant Nation Woman: Networked and Wired

The VibrantNation.com study of 1,000 Boomer women with household income greater than \$75,000 showed:

- The personal networks of women 50+ are large and growing.
- They are in personal contact with at least 46 people each month.
- 65% share information online with others in their network.
- They are comfortable relying on referrals from strangers online if the source is knowledgeable/experienced. They rely on references on websites like Amazon.com (70%), Ebay.com (54%) and Tripadvisor (27%).

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- Vibrant Women are open to trying new brands and experiences, and are motivated to make particular purchase of goods and services by a variety of psycho-social factors including:
 - Financial status (even with the recession, Vibrant Women continue to have discretionary income)
 - Life stage transitions (such as the last child leaving home, starting a business, losing a parent or spouse)
 - Physical changes (menopause, aging, surviving breast cancer)
 - New family roles (grandparent, caregiver)
 - Social Awareness (travel and volunteer-work)

Every life change is an opportunity for savvy marketers, who will find the Vibrant Woman to be a vital and dynamic prospect for goods and services, even or perhaps especially in these recessionary times.

Vibrant Women at Midlife and Beyond Defy the Stereotypes

Vibrant Women Online:

- 72% of all Baby Boomers use the internet. The highest level of technology use – among any group – is associated with education level and income, not age or gender (Pew Study, June 2008).
- 93% of all college graduates and 93% of those with income >\$75,000 use the internet (Pew Study, June 2008).
- 68% of affluent households (\$100,000+ HHI) use internet to purchase airline tickets; 65.7% to book hotel rooms; 44% to buy women's clothing; and 40% to buy books (Mendelsohn Affluent Study, October 2007).

For trustworthy and useful information, Vibrant Women turn to each other both off and online for the answers and insights that only other women in similar life-stage and circumstances can provide. VibrantNation.com connects women who recognize the strength in each other and share each other's desire to make the most of life everyday.

The Power of VibrantNation.com Members:

- 72% have bachelor and/or graduate degrees
- 56% have net worth over \$250,000
- 78% report their personal networks are either stable or growing
- Next to personal experiences, 88% say that referrals from others including online referrals have the greatest impact on their purchase decisions.

The first online destination created to connect women 50+, VibrantNation.com is the go-to source for this rapidly growing, influential, yet previously under-served demographic online.

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About VibrantNation.com

VibrantNation.com is the first peer-to-peer information-sharing website devoted exclusively to successful women 50+, creating a place where they can exchange information and join in smart conversation. Stereotypes have for many years kept marketers from appreciating not just the size of their pocketbooks but also the level of connectedness of these women, whose shared interests and goals make them even more networked and even more influential with peers. At VibrantNation.com, we know these women are starting businesses, giving back, making new friends, traveling, learning, shopping – and looking to connect with others who share their desire to make the most of life every day. For several years, we have conducted research into the interests and needs of this fast-growing and important consumer demographic. VibrantNation.com is not only filling a unique need for its members, but leading the way in helping marketers understand and serve 50+ women.

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