

FACT SHEET - 2007

Business: Forever Young Club (www.foreveryoungclub.com.au, www.forever-young-club.com.au)

Key milestones: Company formed April 2006, trial site live November 2006, official launch February 2007

Key contacts: Jennifer Cromarty (Reis) – marketing and media director

Address: c/- 65 Palmerston Crescent, South Melbourne VIC 3205

Email: media@forever-young-club.com.au

About Forever Young Club

The concept for an interactive, relationship and social network website for Over 50's came out of discussions between a group of energetic baby boomers who believe that "life is like fine wine - it only gets better with age."

Until now, there has been no online interactive social network specifically tailored for over 50's living in Australia. As a lively, vibrant and increasingly 'forever young' generation of Australians, this web presence was developed to address this oversight.

With an all encompassing theme of 'Loving Life over 50' the Forever Young Club aims to provide a safe, friendly and comfortable forum for people to meet, chat and find companionship over the internet. To register is free for 14 days but to interact with members, a monthly (\$25), quarterly (\$65), six monthly (\$115) or annual fee (\$210) is payable to join as a Premium Member.

FACTS & STATS *source Bernard Salt, demographer

- In 2007 - 1.7 million 60-somethings in Australia, by 2016 there will be 2.5 million
- In 2007 - 492,000 single 60-somethings in Australia, comprised of those who have chosen never to marry (about 5 per cent) as well as the separated, divorced and widowed.
- In 2016, when boomers have fully colonised the 60s, the number of singles will sit at around 720,000. This means that the single-and-60 market will grow by 228,000 over the next decade.
- In the 70-something decade there are 332,000 single women and only 145,000 single men. Boomer women may find that same-sex (non-sexual) companionship is a better household. This is a similar lifestyle solution that gained traction in the 1920s in the wake of the near decimation of Australia's young manhood in the Great War.
- A boomer will hit age 50 years of age every seven seconds until 2014 and over half of those will be women. Women account for 52% of home Internet users and those 50 years of age are among the fastest growing groups online (www.50fabulous.com)
- According to Nielsen-NETRatings in 2007 about 1.3 million Australians used internet dating services last year an increase of 24 % over the previous year.
- According to AXA's Retirement Scope 2007, home internet usage among retirees in Australia ranks only second to the Americans (av seven hours for retired and eight hours per week working)

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Media contact: Kath Christie, br&new pr T: 03 9292 8922 E: kath@brandnew.net.au