

FOR IMMEDIATE RELEASE

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SILICON VALLEY AND SOFTWARE INDUSTRY VETERAN JOINS DISABOOM BOARD

Serial entrepreneur, experienced executive, and advisor to numerous startups and technology giants to help shape Disaboom's growth and social media strategy

Denver, CO – October 26, 2009 – Disaboom, Inc. (OTCBB: DSBO) (<http://www.disaboom.com>), the leading online resource and community for people with disabilities, today announced that Karl Jacob will be joining the Company's board of directors effective immediately. He will be replacing Jerry Overgaard, who resigned to pursue other endeavors.

Software, Social Media, and Startup Success

Mr. Jacob has approximately 20 years of experience with web-based software and other technology-based companies. Over the past 15 years, he has founded, advised, sold, and/or served as a board member for several startup and early-stage companies, including Facebook, Keen, Dimension X, and Cloudmark. Mr. Jacob has raised over \$200 million in financing from prestigious investors such as Amerindo, Norwest Ventures, Benchmark Capital and Ignition Partners. He has also received numerous awards, including being named one of *BusinessWeek's* top ten "Up-and-Comers." While Mr. Jacob was serving as Keen's President and CEO, the company was credited as being one of the fastest growing ecommerce companies in history at the time – and was recognized by *Fortune* as a "Cool Company." Prior to Mr. Jacob's work with various startup and early-stage companies, he worked with technology giants Microsoft and Sun Microsystems.

Jacob to Advise on Disaboom's Social Media Website Redesign Effort

"The timing for Karl joining the board couldn't be more fortuitous," states Disaboom Chairman and Founder Dr. J. Glen House. "His personal experience with Facebook during its earliest stages, his work with various startups and early-stage companies, as well as his insights and industry knowledge of social media and web businesses generally will be invaluable as Disaboom redesigns and develops the first fully-accessible social media website."

Earlier this year, Disaboom launched a comprehensive initiative involving the entire redesign of the Company's enterprise technology, including its enterprise framework, and web assets. On July 31, 2009, Disaboom announced the launch of its redesigned DisaboomJobs.com, which is the first website dedicated to employment for people with disabilities. On October 23, 2009, Disaboom announced the launch of its redesigned media site, Disaboom.com. The third phase of this comprehensive initiative involves the redesign of its social media website, DisaboomLive.com. Disaboom is committed to implementing and maintaining the highest standards of website accessibility with each of the redesigned sites.

"It's exciting to be joining Disaboom's board at this stage of its development, and I'm very much looking forward to working with the Company on the redesign of its social media website" said Mr. Jacob. "Just as social network and other online models are changing, so, too, are opportunities online for people with disabilities – and those whose lives they touch," he added.

Dr. House also noted the substantial contributions made over the past few years by outgoing board member Jerry Overgaard. "Everyone on the board is extremely grateful for Mr. Overgaard's many contributions and efforts on behalf of the Company, and we wish him the very best in his new endeavors," says Dr. House.

About Disaboom

Disaboom, Inc. was founded to develop the first interactive online resource and community dedicated to constantly improving the way people with disabilities live their lives. The Company's network of websites (the "Disaboom Network") serves as a comprehensive online resource as well as a social media and publishing platform not only for people living with such conditions, but their immediate families and friends, caregivers, recreation and rehabilitation providers, employers, and other related communities. More than 54 million American adults live with disabilities or functional limitations today in the United States alone.

This press release contains forward-looking statements regarding future events and the Company's future results that are subject to the safe harbors created under the Securities Act of 1933 (the "Securities Act") and the Securities Exchange Act of 1934 (the "Exchange Act"). These statements are based on current expectations, estimates, forecasts, and projections about the industry in which the Company operates and the beliefs and assumptions of the Company's management. Words such as "expects," "anticipates," "targets," "goals," "projects," "intends," "plans," "believes," "seeks," "estimates," "continues," "may," variations of such words, and similar expressions are intended to identify such forward-looking statements. In addition, any statements that refer to projections of the Company's future financial performance, the continuing development of the Company's website, the prospects for selling advertising on the website and new visitors and visitor page views related to advertising agreements, the Company's anticipated growth and potentials in its business, and other characterizations of future events or circumstances are forward-looking statements. Readers are cautioned that these forward-looking statements are only predictions and are subject to risks, uncertainties, and assumptions that are difficult to predict, including those identified under "Risk Factors" in our Form 10-K for the year ended December 31, 2008. Therefore, actual results may differ materially and adversely from those expressed in any forward-looking statements.

SOURCE: Disaboom

<http://www.disaboom.com>