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**DISABOOM LAUNCHES REDESIGNED MEDIA SITE
Significantly Enhanced User Experience, Expanded Advertising Opportunities,
and Accessibility Leadership**

Denver, CO – October 23, 2009 – Disaboom, Inc. (OTCBB: DSBO) (www.disaboom.com), the leading online resource and community for people with disabilities, today announced the launch of its redesigned flagship site, Disaboom.com. The result of a collaborative redesign process begun earlier this year, the redesigned media site incorporates feedback from hundreds of Disaboom “power user” and member volunteers, reflects the highest standards of website accessibility compliance, and leverages recent advances in software development technologies.

Significantly Enhanced User Experience

To create the best-possible user experience, the company worked with hundreds of Disaboom “power user” and member volunteers to identify improvements they felt would most enhance their experience. Based primarily on their feedback, the redesigned Disaboom.com:

- Provides improved site performance – web pages display significantly faster, site search results display more quickly, and the website can easily accommodate spikes in traffic
- Enables more effective content navigation – articles and videos of interest can be found more easily via changes to their grouping, display and search algorithms
- Recommends related articles and videos based on users’ topics of interest, bringing together multiple resources to support further site exploration
- Offers a richer user experience by combining a clean, updated page design that delivers more photos and videos while also highlighting most popular content

Expanded Advertising Opportunities

To maximize advertising opportunities for mainstream, health and wellness, and disability-oriented advertisers, the redesigned Disaboom.com offers advertisers:

- A dedicated media environment that does not contain any user-generated content (e.g., blogs, forums, galleries), enabling compliance with a growing number of advertiser and agency policies restricting or prohibiting ad placements on websites containing user-generated content
- Improved ad placements on each webpage, resulting in improved ad performance
- The ability to target ads to specific demographic user audiences and visitors to the website
- Expanded advertising options and products, for example: sponsorship of articles, videos, or entire sections of the website; e-mail advertisements to Disaboom members; and/or combining multiple types of advertising products in one campaign on Disaboom.com, or across the company’s network of disability-related websites

Accessibility Leadership and New Technology

Millions of people with disabilities in the United States require “assistance and support” to successfully navigate, access, and interact with various types of content, resources and services on the Internet. Most

mainstream media, social media, job boards, and non-profit websites do not comply with a variety of website accessibility requirements and standards. Independent third-party accessibility validation software generally finds a minimum of 25-50+ accessibility “failures” (i.e., violations of the requirements and standards) on these sites versus zero accessibility “failures” for Disaboom.com and DisaboomJobs.com.

“Achieving website accessibility requires a comprehensive understanding of the requirements and standards, planning for compliance from the beginning of a website’s design phase, and continuously adhering to best practices for the implementation of such requirements and standards throughout the entire development life cycle,” states Disaboom’s Vice President of Engineering, Harry Brumleve. “We are committed to implementing and maintaining the highest standards of accessibility with our redesigned media site Disaboom.com, and our redesigned job site DisaboomJobs.com, which launched in August 2009.”

“We were also able to take advantage of recent advances in Microsoft technologies such as ASP.net MVC and LINQ. These technologies enabled Disaboom to redesign and develop the company’s entire enterprise platform, Disaboom.com, and DisaboomJobs.com in a fraction of the time and at a fraction of the cost we would previously have needed in order to build websites of this quality,” said Brumleve.

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>