



About *firstSTREET*®:

firstSTREET, a national catalog and online marketing company headquartered in Colonial Heights, VA, is now the leading direct marketer of innovative products for “Boomers and Beyond®” in the United States.

Company officials attribute *firstSTREET*’s success in marketing to boomers and seniors to “in-depth and ongoing research into the interests, desires and needs of the senior demographic, as well as the company’s ability to develop a persuasive selling message that is then delivered via a targeted marketing mix.”

Products created or promoted by *firstSTREET* are advertised in virtually all of America’s major consumer magazines, including USA Weekend, Parade and AARP Bulletin, and are marketed to a house file of more than 2.5 million customers (average age 65) via the company’s monthly catalog. Additionally, *firstSTREET*’s award-winning Web site attracts over 2 million visitors per year, ranking it as one of the top “Boomer and Beyond” destination sites on the Internet.

Brands recently created or featured by *firstSTREET* include Jitterbug™ cellphone, Archimedes Bath Lift™, Spira Shoes™, Rogue Wallet™, Balanced Spectrum Light™ and TV Ears™.

firstSTREET has maintained for several years an association with the Institute of Gerontology at Wayne State University.

firstSTREET was certified in 2008 as a “Senior Approved” company by Senior Approved Services, a national network of resources, products and services survey-endorsed by seniors and their families.

For more information go to www.firststreetinc.com