

Remember When...

Nostalgia Is Better Than Ever

(NAPSA)—If you can remember the Kennedy administration, the Beatles on “The Ed Sullivan Show,” Sandy Koufax pitching or the first moon landing, chances are you’re a baby boomer.

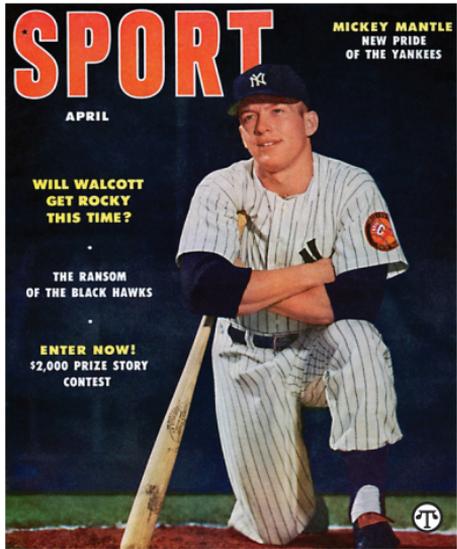
Born between 1946 and 1964, baby boomers are some 80 million strong. The generation, often referred to as the hardest working, has played a significant role in shaping the cultural, social and consumer-focused society of today. Spending more than \$2 trillion on consumer goods each year, this group knows what it wants and where to get it.

Increasingly, boomers are embracing the good old days, searching out content and products that remind them of a better time: the television shows they watched, the breakfast cereal they ate, the songs they listened to.

Major companies are taking note and reintroducing classic items. TV shows from “Hawaii Five-O” to “Charlie’s Angels” are back in the mainstream entertainment lineup while “Mad Men” has capitalized on the glory days of 1960s advertising.

Nowhere is the popularity of nostalgia as evident as on the Internet. A wide array of websites has surfaced to supply boomers with classic content ranging from vintage prom attire to family photos.

In response to the nostalgic bent of its 55 million members, venerable social networking site Classmates.com acquired a huge assortment of vintage content to transform itself into Memory Lane.com. The new website features the largest archive of nostalgic content on the Internet, letting boomers relive six decades of



Iconic magazines such as SPORT can now be found online.

Americana from the 1940s through the 1990s with over 100 million pieces of content.

The site now offers vintage magazines such as SPORT and The Saturday Evening Post, historic Universal newsreels and clips to the music that provided the sound track to so many boomers’ lives. Boomers can also explore over 70,000 digitized high school yearbooks covering over 30 million people who graduated from a U.S. high school before 1989.

A visit to MemoryLane.com has been compared to stepping into an Internet time machine where visitors can explore, discover and connect with the iconic moments that formed America’s history—and their own. Boomers can relive the events that helped shape their lives through the tremendous amount of images, videos, music, magazines and other content preserved at www.MemoryLane.com with a simple click of a mouse.