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Atlantis Events Acquires RSVP Vacations

*The Leader in All-Gay and Lesbian Vacations Acquires the Originator of the Gay and Lesbian Cruise Concept
Both Brands to Stay Separate and Distinct; Charlie Rounds to Head RSVP*

WEST HOLLYWOOD, Calif., October 11, 2007 – Atlantis Events, Inc., the world’s largest company specializing in all-gay and lesbian cruises and resort vacations, today announced that it will acquire RSVP Vacations, the originator of the gay and lesbian cruise concept. The company also announced that it will appoint Charlie Rounds president of RSVP.

“We’re thrilled to bring Atlantis and RSVP together into the same family for the first time,” said Rich Campbell, chief executive officer of Atlantis. “The two companies are stronger together than they are apart, and taken together demonstrate the strength and vitality of the gay travel market.”

Atlantis charters entire cruise ships and all-inclusive resorts for the exclusive use of its gay and lesbian guests. In 2007, Atlantis has hosted approximately 20,000 guests on 11 different events. Established in 1985, RSVP Vacations was the originator of the gay and lesbian cruise concept. Destinations in 2007 have included the Caribbean, Barbados, the Mediterranean, Central Europe, and an historic trans-Atlantis crossing on the Queen Mary 2.

“This move is a great step forward for guests of both RSVP and Atlantis, who will now benefit from the largest and most diverse collection of all-gay vacations in the world,” Campbell said.

The company plans to grow and build RSVP, while maintaining it as a separate and distinct brand from Atlantis. RSVP will stay true to its heritage of providing high quality gay vacations that emphasize community, personal growth, learning and cultural experiences.

“We are extremely pleased that RSVP will become part of the Atlantis family,” said Karen Magee, chief executive officer, PlanetOut Inc. “Preserving RSVP’s distinct brand will enable Atlantis to expand the audience it serves by taking advantage of RSVP’s unique positioning within the LGBT community. We believe this combination will be a real positive for RSVP’s customers and business partners. It really is a perfect match and we’re looking forward to expanding and extending our marketing relationship with Atlantis.”

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As part of this strategy, Atlantis will appoint Charlie Rounds president of RSVP. Rounds, an original employee and one-time co-owner of RSVP Vacations, will be responsible for all sales, marketing, production, administration and operational issues at RSVP.

“Charlie Rounds embodies the spirit of RSVP at its finest,” said Campbell. “He knows RSVP’s brand and guests better than anyone else, and is the best person to lead RSVP successfully into the future.”

“I’m very honored to have the opportunity to rejoin the RSVP family,” said Rounds. “Our longtime guests know my passion for the brand and commitment to our product. Under my leadership, RSVP guests can expect the same high quality experience and vacation format that they have come to know and love. Our vacations will continue to be consistent with our heritage, our culture, and our guest expectations. In fact, this acquisition is a great opportunity for RSVP to truly differentiate our vacations from Atlantis vacations, and to better serve our very distinct customers,” he said.

The move will mirror similar arrangements in the travel industry of separate and distinct brands housed under one corporate roof, including: Royal Caribbean International and Celebrity Cruises, Marriott and Ritz-Carlton, Lufthansa German Airlines and SWISS International Air Lines, and Carnival Corporation and its family of cruise brands.

RSVP will operate all of its scheduled programs in 2008 – including its Exotic Caribbean cruise in February, its Barbados Bliss cruise in March, and its Tahitian Treasure cruise in November. The company also plans to announce new vacations and destinations in the very near future.

RSVP will keep its office in Minneapolis, the longtime home of RSVP Vacations. The company will continue to market its vacations through a network of more than 7,500 of travel agencies worldwide, as well as through direct sales.

About RSVP Vacations

Established in 1985, RSVP Vacations was the originator of the gay and lesbian cruise concept, and offers distinctive travel packages designed for gay and lesbian travelers. More than 80,000 men and women have participated in RSVP's big and small ship cruises, riverboat cruises, land tours, and resort vacations. For more information, please visit www.RSVPvacations.com.

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About Atlantis Events

Atlantis Events, Inc., a privately-held company based in West Hollywood, California, is the world's largest travel company specializing in the gay and lesbian market. In its 16 years, the company has hosted over 90,000 guests on more than 90 different cruise, resort or tour experiences. In 2007, Atlantis will host approximately 20,000 guests on 11 different events. Atlantis creates a unique vacation experience for its gay and lesbian guests by chartering entire cruise ships and all-inclusive resorts around the world for the exclusive use of its guests. The experience is completely customized in every way for the enjoyment of its clientele, with leading talent, unique parties, and a team of talented hosts.

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