



Media Contact:  
Steve Roth  
Atlantis Events  
310.859.8800, ext. 225

**Atlantis Unveils Four New All-Gay Cruises for 2008,  
Launches New Website**

*The Leader in Gay Vacations Charters the Industry's Newest, Largest and Best Ships  
with Innovative, New Itineraries*

*New Website Features Video Previews, Expanded Itinerary Information,  
Easier Navigation, And More*

**WEST HOLLYWOOD, Calif., May 9, 2007** – Atlantis Events, Inc., the world's largest company specializing in all-gay and lesbian cruises and resort vacations, today unveiled four new all-gay cruises designed to give travelers more quality, variety and value than ever before. Atlantis will offer these cruises on three of the four top-rated large ships from *Conde Nast Traveler's* 2007 Readers' Poll, as well as on the newest and largest ship in the world – Royal Caribbean's *Liberty of the Seas*.

At the same time, Atlantis has also launched a dynamic new website that offers viewers a fresh look at the Atlantis vacation experience, through expanded information, easier navigation and greater interactivity.

Atlantis charters entire cruise ships and all-inclusive resorts for the exclusive use of its gay and lesbian guests. Since 1991, Atlantis has hosted over 90,000 guests on more than 90 different cruise, resort and tour experiences. In October 2006, Atlantis was voted best-in-category for all-gay tour operators in *Out Traveler's* prestigious Readers' Choice Awards.\*

The company's four new 2008 cruises are: the Largest Gay Cruise in History on Royal Caribbean's new *Liberty of the Seas*; a Rio Carnival Cruise on Celebrity's top-rated *Infinity*; the Celebrity Caribbean Cruise on the *Celebrity Millennium*; and a Copenhagen-to-Stockholm Cruise on the #1-rated *Celebrity Constellation*.

These four new cruises complement the company's existing 2007 cruises, which include its inaugural Copenhagen-to-Stockholm cruise, two back-to-back Mediterranean cruises from Barcelona to Athens and Athens to Venice, and its popular Mexican Celebration cruise.

"With the support of our loyal guests, we've been able to grow our offerings from a single resort in Mexico to the largest and most diverse all-gay vacation offerings in the world" said Rich Campbell, chief executive officer of Atlantis.

(more)



Atlantis Unveils Four New Cruises for 2008

Page 2

“Our exciting 2008 lineup continues the Atlantis tradition of chartering the newest, largest and best ships in the world for the exclusive use of our guests, coupled with innovative and unique itineraries,” said Campbell. “We’ve also been able to keep our rates in line with 2007 as we continue to provide the absolute best value for the gay and lesbian traveler.”

### ***Liberty Caribbean Cruise***

Following its groundbreaking charter of Royal Caribbean’s *Freedom of the Seas* in January 2007, Atlantis again makes history with the first full-ship charter of *Freedom’s* new sister, *Liberty of the Seas*. At 160,000 tons and with a capacity of 3,700 guests, *Liberty* becomes the largest – and newest – cruise ship in the world when she enters service later this month. By comparison, the *Queen Mary 2* displaces approximately 151,000 tons and accommodates up to 2,620 passengers. *Freedom’s* length of 1,112 feet is nearly equivalent to four football fields laid end-to-end.

Atlantis’ Caribbean sailing on *Liberty of the Seas* will depart Miami on January 19, 2008, visiting Turks and Caicos, St. Thomas and the private island of Labadee, before returning to Miami on January 26, 2008. Staterooms start at \$1,099\*\*, based on double occupancy.

### ***Infinity Rio Carnival Cruise***

Next February, Atlantis brings the largest gay group ever to Rio de Janeiro during the finale of Carnival for the world’s most famous celebration. Guests will be able to experience the greatest show on earth from the comfort of one of the world’s top ships as Atlantis sails from Rio to Buenos Aires on the *Celebrity Infinity*.

After three unforgettable days docked in Rio starting on February 3, 2008, the cruise continues on to the most exciting cities and alluring beaches in South America – including Buzios, Parati, Florianopolis, Punta del Este and Montevideo – before arriving in cosmopolitan Buenos Aires on February 15. Staterooms on this 12-day adventure start at \$1,799\*\* based on double occupancy.

### ***Celebrity Caribbean Cruise on the Millennium***

Atlantis will bring a top-rated ship and an exciting new itinerary to its more laid-back March Caribbean cruise. *Celebrity’s Millennium* was one of the top four rated large ships in *Condé Nast Traveler’s* 2007 Readers’ Poll and was a favorite among Atlantis guests on two previous charters. *Celebrity’s* premium experience and superior service create the perfect environment for this relaxing winter cruise.

(more)



Atlantis Unveils Four New Cruises for 2008

Page 3

Guests will have the chance to discover a new side of the Caribbean as Atlantis sails from gay-friendly Ft. Lauderdale on March 2, 2008, to four unique destinations: charming and historic Key West, with an overnight stay to experience their diverse gay nightlife; the stunning beaches and extraordinary diving in Turks & Caicos; the beautiful and unspoiled beaches of Samana in the Dominican Republic; and the private island at Labadee. Staterooms start at \$899\*\* based on double occupancy.

### **Copenhagen-to-Stockholm Cruise on the *Constellation***

In summer 2008, Atlantis returns to one of the most historic and captivating regions of the world – the Baltic. From picturesque and gay-friendly Copenhagen, Atlantis sails the world’s number one rated large ship, *Celebrity Constellation*, to the most popular cities in northern Europe. Stops include Warnemunde, Germany, the gateway to Berlin; charming Tallinn; a two-day stay in magnificent St. Petersburg; and peaceful Helsinki, before concluding in attractive and pedestrian-friendly Stockholm.

*Celebrity’s Constellation* was voted world’s best cruise ship among all large ships in *Condé Nast Traveler’s 2007 Readers’ Poll*. A true premium cruising experience awaits 2,000 lucky guests with legendary service, deluxe accommodations, and the signature entertainment that distinguishes an Atlantis cruise. Staterooms start at \$1,599\*\*, based on double occupancy. The company’s 2007 cruise on the same itinerary sold out in record time – less than three weeks. Please note that this cruise goes on sale to the public on May 31.

### **New Website**

In addition to these new itineraries, Atlantis has launched its brand new, revamped website. The website offers guests a more complete glimpse of the unique Atlantis experience, through photography and video, and more detailed itinerary and destination information, as well as a more interactive peek into the company’s ships and resorts.

“We’ve listened to our guests’ requests in building the new site,” noted Oscar Yuan, Vice President of Sales and Marketing. “The main idea was to capture things that make an Atlantis vacation truly special – from the tangible elements like our destinations, to the intangible things like the friendships and sense of camaraderie that develop on an Atlantis vacation.”

“Our guests primarily use the Internet as a travel research tool, and we wanted to bring a fresh look to a brand our guests already know and love,” Yuan continued.

The new website can be found at [www.atlantisevents.com](http://www.atlantisevents.com).

(more)



Atlantis Unveils Four New Cruises for 2008

Page 4

Reservations for all Atlantis programs are available through most travel agencies or directly from Atlantis at 1-800-6-ATLANTIS. For detailed information, visit [www.atlantisevents.com](http://www.atlantisevents.com).

\* *Out Traveler* is a leading travel publication for the LGBT community, and is published by LPI Media, a subsidiary of PlanetOut Inc.

\*\* Port fees, gratuities and airfare are additional

### **About Atlantis**

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.

###