

THE ADVOCATE

PlanetOut sells RSVP Vacations

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Atlantis Events, Inc., will acquire the originator of the gay and lesbian cruise concept, RSVP Vacations, the company said Thursday.

"We're thrilled to bring Atlantis and RSVP together into the same family for the first time," said Rich Campbell, CEO 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."

The company plans to grow and build RSVP, while maintaining it as a separate and distinct brand from Atlantis.

"We are extremely pleased that RSVP will become part of the Atlantis family," said Karen Magee, chief executive officer of 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."

PlanetOut Inc. (NASDAQ: LGBTD) owns The Advocate, Gay.com, PlanetOut.com and several other brands.

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 a historic trans-Atlantic 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.

Charlie Rounds, an original employee and former co-owner of RSVP Vacations, will be appointed president of RSVP.

"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."

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 its scheduled programs in 2008 and will keep its office in Minneapolis, the longtime home of RSVP Vacations. (The Advocate)