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Atlantis Announces New All-Gay Club Atlantis Week in Puerto Vallarta
*Seven-Night, All-Inclusive Resort Vacation in Mexico's Top Gay Destination
to Start at \$1,199*

WEST HOLLYWOOD, Calif., July 19, 2005 – Atlantis Events, Inc., the world's largest tour operator specializing in all-gay vacations, announced today that it will offer a new all-gay, all-inclusive resort vacation this fall at the newly opened Vallarta Palace resort in Nuevo Vallarta, just north of Puerto Vallarta, Mexico. Atlantis has chartered the entire resort from November 5-12, 2005 for the exclusive use of its gay and lesbian guests.

Complete packages at Club Atlantis Vallarta include deluxe accommodations, all meals, sports, activities, Atlantis entertainment, parties, gratuities and all drinks for as little as \$1,199 per person, based on double occupancy.

“We're thrilled to take the gay resort experience to a whole new level of sophistication,” said Rich Campbell, chief executive officer of Atlantis. “With this new resort, we're bringing service, style, and quality to the incredible beach vacation that our guests have come to expect from Club Atlantis. It will be the newest and most deluxe resort offering in our 15-year history, offering our guests more options than ever before, while still keeping a terrific low price.”

The newly transformed Vallarta Palace resort, situated on the beautiful beaches of Bahia de Banderas in the heart of Nuevo Vallarta, is the newest addition at Palace Resorts, one of the leading resort groups in the world. All of the 362 upgraded rooms contain double Jacuzzis and most have ocean views. The extensive grounds feature an inviting pool complex, four beautiful restaurants providing a variety of dining options from traditional Mexican to Japanese, outstanding sports facilities, an outdoor theater, and its own private beach.

Club Atlantis Vallarta is an active vacationer's paradise, with large swimming pools, lit tennis courts, basketball, bicycles, a well-equipped gym and plenty of space to walk and run. An extensive private beach offers beach volleyball and a complete lineup of water sports, including windsurfing, kayaking, sailing, wave runners and more.

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Situated in the Tropics alongside a mountainous area of Mexico's Pacific Coast, Puerto Vallarta has become Mexico's favorite gay destination in recent years. The city attracts a cosmopolitan mix of gay travelers from the United States, Mexico, and around the world who are drawn to its appealing mix of Old Mexico charm, casual atmosphere, beautiful beaches and fantastic year-round weather. Restaurants, handicraft stores and art galleries line the streets of its quaint, cobblestone town center. At night, its many gay and gay-friendly restaurants, bars and clubs offer an outstanding range of dining and entertainment options, from the laid-back to the outrageous.

"Puerto Vallarta has been our most popular destination in Mexico since 1999" said Campbell. "It's gay-friendly, easy to get to, and offers a great combination of city and resort options. Plus, the main town is just 15 minutes from our private resort."

Special discount airfares to Puerto Vallarta are available in conjunction with any Club Atlantis Vallarta vacation. Fares start at \$278 return, plus taxes, and are available from most major cities in the USA.

Reservations for Club Atlantis Vallarta and all other Atlantis vacations are available through any travel agent or by calling 1-800-6-ATLANTIS. For more information, visit www.atlantisevents.com.

About Atlantis

Atlantis is the world's largest company specializing in all-gay vacations. In its 15 years, the company has hosted over 60,000 guests on more than 70 different cruise, resort or tour experiences. In 2005, Atlantis will host approximately 15,000 guests on nine different events. Atlantis creates a unique vacation experience for its gay and lesbian guests by chartering entire cruise ships and all-inclusive resorts for around the world for the exclusive use of its gay and lesbian guests. Then it completely customizes the experience with unique and diverse entertainment, parties featuring leading DJs, and a team of talented hosts.

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