



Media Contact:
Steve Roth
323.936.1831

Atlantis Announces RealJock Bootcamp Training Week at Club Atlantis Vallarta

Daily Bootcamp Training Sessions Will Complement Other Diverse Offerings at Atlantis' Most Popular All-Inclusive Resort Vacation

WEST HOLLYWOOD, Calif., September 30, 2008 – Atlantis Events, Inc., the world's largest company specializing in all-gay and lesbian vacations, announced today that it will bring RealJock.com's Bootcamp training week to Club Atlantis Vallarta from October 25 – November 1, 2008.

The RealJock Bootcamp training program will take place at Atlantis' all-inclusive resort vacation week at the Vallarta Palace resort in Nuevo Vallarta, just north of Puerto Vallarta, Mexico. RealJock's participation in Club Atlantis Vallarta follows the very successful inaugural RealJock Bootcamp at Club Atlantis Cancun in May 2008.

Atlantis charters entire cruise ships and all-inclusive resorts for the exclusive use of its gay and lesbian guests, and then completely customizes the experience with unique and diverse entertainment, special parties and activities, and teams of talented hosts. Since 1991, Atlantis has hosted over 100,000 guests on more than 90 different cruise, resort and tour experiences.

RealJock.com is an online community for gay men with an interest in fitness and a healthy life. RealJock's expert trainers for Club Atlantis Vallarta are Billy Polson and Mike Clausen, co-owners of the award-winning DIAKADI Body personal training gym in San Francisco, voted best personal training gym in San Francisco by CitySearch in 2006 and 2007. Polson and Clausen will lead a series of daily bootcamp workouts available to all Atlantis guests that will incorporate many of the challenging exercises featured in their RealJock workouts.

"We're thrilled to bring back the RealJock Bootcamp to Club Atlantis Vallarta after its successful debut at Club Atlantis Cancun in May," said Rich Campbell, chief executive officer of Atlantis. "The RealJock Bootcamp complements the many other activities already available at Club Atlantis Vallarta, giving our guests more choices than ever for an active vacation. And based on our experience in Cancun, we know that guests will love Billy and Mike's energy, enthusiasm and creativity."

In addition to daily bootcamp classes, guests at Club Atlantis Vallarta can also enjoy 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.

"With great outdoor spaces, a beautiful setting and an all-inclusive environment, Club Atlantis Vallarta is the perfect place for a RealJock Bootcamp training week," said RealJock.com co-founder Jeff Titterton. "Guests attending the RealJock Bootcamp at Club Atlantis Vallarta will have the option to enjoy a work hard-play hard vacation, with 60-minute group training sessions every morning, followed by the rest of the day to play and relax in the beautiful pool or at the beach, eat and drink to their hearts' content, and enjoy Atlantis' signature entertainment and activities."

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Club Atlantis Vallarta is Atlantis' most deluxe resort offering. 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, outstanding sports facilities, an outdoor theater, and its own private beach.

In addition to the week of October 25 – November 1, 2008, Atlantis is also offering a second Club Atlantis Vallarta week from November 1-8, 2008.

Club Atlantis vacations continue to be one of the best values in all-gay vacations. Complete packages at Club Atlantis Vallarta include deluxe accommodations, all meals, sports, activities, Atlantis entertainment, parties, gratuities and all drinks for as little as \$1,299 per person, based on double occupancy.

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

About Atlantis

Atlantis Events, Inc. is the world's largest travel company specializing in the gay and lesbian market. In its 17 years, the company has hosted over 100,000 guests on more than 90 different cruise, resort or tour experiences. In 2008, Atlantis will host approximately 20,000 guests on 10 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. Then it completely customizes their experience with unique and diverse entertainment, parties featuring leading DJs, and a team of talented hosts.

About RealJock

RealJock.com (<http://www.realjock.com>) is an online community for gay and bisexual men looking to connect with other men who share their interest in a healthy lifestyle, fitness, athletics, bodybuilding, and sports. The site offers in-depth workout and eating plans from some of the top professionals in the United States and thousands of articles on overall fitness, strength training, cardiovascular health, sports, nutrition, health, and gay life to help users balance regular workouts with other health and fitness concerns. RealJock.com's backbone is a vibrant and fast-growing social community of more than 135,000 members who use its advanced search, mail, chat, and forums tools to communicate with each other on everything from friendship, dating, and sex to gay health and fitness to the latest gay events and news.

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