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SWEET SPONSORS “NAT & MEG’S SWEET ADVENTURES” ON AFTERELLEN.COM

San Francisco, CA (January 2009) – Sweet announces its sponsorship of the popular AfterEllen.com vlog series, “Nat & Meg’s Adventures,” featuring the hilarious antics of Natalie Garcia and Meghan Hall, who travel the country learning about lesbian life and culture. (AfterEllen.com is a property of the LOGO online site and is provided by MTV Networks.)

Renamed “Nat & Meg’s Sweet Adventures,” the darling duo tours the country filming their vlog and bolstering Sweet’s marketing efforts at key lesbian events, like the National Gay and Lesbian Task Force’s (NGLTF) Creating Change conference in Denver, NGLTF’s Winter Party in Miami Beach and Club Skirts’ Dinah Shore Weekend in Palm Springs. The twosome’s 2009 Sweet schedule includes concerts, pride events, comedy shows and other amusements, all captured via Sweet’s sponsored vlog and posted every Monday. Their first Sweet vlog can be viewed at <http://www.afterellen.com/blog/trishbendix/adventures-of-nat-and-meg-video-blog-17>

Nat and Meg recently joined a group of high-profile lesbian actresses and entertainers to film a Sweet commercial, debuting in early February 2009 on LOGO.

In November 2009, Nat and Meg join the on-board revelry for the Sweet Caribbean Cruise, departing out of New Orleans on board Norwegian Cruise Line’s *Norwegian Spirit*. In addition to interviewing passengers and special guests, Nat and Meg will emcee events and make special appearances on board. During the cruise, Nat and Meg will also capture guests having a blast on the largest lesbian cruise ever.



“Nat and Meg embody the Sweet traveler because they are vibrant, smart, adorable, energetic and adventurous,” Shannon Wentworth, CEO of Sweet, said. “We think the special energy Nat and Meg bring to their lives and their work will make our cruise extra special.”

About Sweet

Founded in January 2008, Sweet is a lesbian travel company that merges the best of lesbian entertainment with social consciousness and environmental awareness. In April 2008, Sweet secured an agreement with Norwegian Cruise Line (NCL) to offer a Caribbean cruise, November 8-15, 2009, on board NCL’s *Norwegian Spirit* and departing from New Orleans. Sweet also offers an adventure river-rafting trip down the Middle Fork of the Salmon River in Idaho in August 2009 and an African Safari in February 2010. To learn more about Sweet’s exciting lesbian travel opportunities, please visit www.discoversweet.com or call 877-793-3830.

Sweet integrates environmentally friendly programs and processes throughout its business operations and travel itineraries. The company partnered with Carbonfund.org in May 2008, ensuring that the carbon from all of its business operations will be offset.

Sweet is a member of the International Gay and Lesbian Travel Association, accredited by the Better Business Bureau and a Registered Seller of Travel in the State of California (CST#2091755-40).

Press: For more information, please visit <http://discoversweet.com/sweet-media-center/>. To schedule an interview with Shannon Wentworth, CEO, please contact Renee Martin (x21) at Carolyn Izzo Integrated Communications, 845-358-3920, rmartin@ciicnews.com.

Photo Caption: Sweet's CEO Shannon Wentworth kicks up her heels with popular AfterEllen vloggers (L) Natalie Garcia and (R) Meghan Hall. Photo Credit: Beck Starr

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