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Media Contact: Leyla Farah
Cause+Effect PR
leyla@cause-pr.com
707.736.6124 [main]
415.269.8493 [mobile]

877 793 3830 †
510.595.7746 †

1315 67th St
Emeryville, Ca 94608

877 793 3830
DISCOVERSWEET.COM

NEW ADS FIND LESBIAN TRAVEL'S SWEET SPOT

San Francisco, CA (June 3, 2009) – Sweet, a lesbian travel company with a green twist, unveils its new television ad campaign featuring some of the hottest lesbian celebrities, artists and entertainers on MTV's LOGO network today. The two 30-second spots show Sweet's stars making waves during a flirty and fun, star-studded pool party. The ads run as bookends at the top and bottom of the commercial breaks on LOGO television's lesbian programming through the fall and the launch of the Sweet Caribbean Cruise on Nov. 8-15, 2009.

"Our new ads are sexy, vibrant, lively and fun," Shannon Wentworth, Sweet CEO and founding partner, said. "We put together an amazing group of accomplished, beautiful and talented lesbians and filmed them having a great time in a gorgeous setting. It captures the spirit of our cruise exquisitely."

The Sweet television ads feature a number of artists featured on Sweet's inaugural cruise, including comic Suzanne Westenhoefer, on-air personalities Nat & Meg of Nat & Meg's Sweet Adventures, musicians Jen Foster and Edie Carey, DJ Dirty Kurty and many others. The music in both ads is a remix of Jen Foster's "Sweet Song" by award-winning composer Kathryn Korniloff.

With almost 2,000 women expected on board, the upcoming Sweet Caribbean Cruise is the largest lesbian cruise ever launched. The cruise visits several exotic ports throughout the Western Caribbean. It includes vibrant nightlife with nightly shows featuring renowned lesbian comedians, musicians, actors and celebrities. On-board fitness programs, professional networking programs and events for singles give guests the opportunity make the most of their vacation by learning new things, enriching their lives, and – just maybe – meeting the woman of their dreams.



Additionally, guests have the option to participate in philanthropic and environmental projects in port cities organized by Sweet. "Not only will we be enjoying seven days of fun and sun, we're finding easy ways to give back to the communities we visit along the way," Wentworth said. "The idea is to leave the places we visit better than we found them, while partying with an entire ship full of amazing, and amazingly hot, lesbians."

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877.793.3830 T

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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. Other trips currently available are a Sweet Salmon River Rafting Adventure, August 16–21, 2009, and a Sweet Kenyan Safari, February 7–16, 2010. To learn more about Sweet's lesbian travel opportunities, please visit www.discoversweet.com or call 877-793-3830.

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 ceo and founding partner Shannon Wentworth, please contact Leyla Farah at Cause+Effect PR, 415.269.8493, leyla@cause-pr.com.

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