



For Immediate Release

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PlanetOut Inc. Joins as Media Partner for 2007 Boston Globe Travel Show

Boston, MA, January 25, 2007 – PlanetOut Inc., the world’s leading global media and entertainment company exclusively serving lesbian, gay, bisexual and transgender communities, has joined as a media sponsor, presenter and exhibitor for the 2007 Boston Globe Travel Show scheduled for March 23-25, 2007, at the Seaport World Trade Center in Boston.

Based in San Francisco, PlanetOut offers advertisers access to one of the most considerable multi-channel networks of gay individuals in the world. Among the many media outlets included in PlanetOut’s repertoire are travel-focused media vehicles such as OutTraveler.com, OUT&ABOUT Travel and the Out Traveler, as well as transaction service brand, travel and events marketer RSVP.

In addition to sponsoring the 2007 Boston Globe Travel Show, Ed Salvato, editor in chief of The Out Traveler and corporate director of travel media for PlanetOut, will present a workshop for travel professionals on Trade Day, Friday, March 23, 2007. *Discovering the Growing Market for Gay & Lesbian Travel*, will be presented jointly by Salvato and Jeff Guaracino, author of *Gay and Lesbian Marketing: The Essential Guide for Marketers*. This CEU-accredited workshop will present an overview on how to tap into the GLBT market, including demographics, prime activities and destinations, and why the GLBT market is important.

Additionally, Salvato will present a consumer seminar on gay travel at 12pm Saturday, March 24 titled: *Gay Travel: Hot new destinations, events, tours and cruises*.

“It’s exciting and an honor to participate in the Boston Globe Travel Show,” Salvato said. “My fellow presenter, Jeff Guaracino, and I are happy to share our years of experience in this market with gay and lesbian travelers.”

As a media partner, PlanetOut will help to drive their audience to the 2007 Boston Globe Travel Show. The gay travel and cruise industry has grown tremendously over the past ten years since PlanetOut started catering to this community in 1996. Its website lists

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over 40 travel agents specializing in gay travel and features a vast array of activities and destinations from around the world.

The Boston Globe Travel Show will showcase travel destinations from around the world while highlighting both cultural exhibits and vacation activities. A diverse set of travel exhibitors and suppliers, representing every segment of the travel industry, will offer detailed information on trips to every region of the world, including New England.

In addition to the host of travel oriented exhibitors, The Boston Globe Travel Show will feature Destination Pavilions showcasing both overseas and domestic destinations and tourism boards. Vacation Experience Areas will offer samples of experiences a traveler could expect from destinations around the world, such as culinary tasting and cooking demonstrations, luxury spa treatments, activities such as golf swings and diving and kayaking pools, as well as original and indigenous music and dance from cultures around the world.

The show is open to the public on Saturday, March 24 and Sunday, March 25. Exhibitors will offer special travel packages and pricing to travelers who book trips at the show. Friday, March 23, is reserved for travel industry professionals only.

For more information about exhibiting at the 2007 Boston Globe Travel Show, contact Cyndie Gardner at 203 622 7509 or visit www.boston.com/travelshow. To learn more about sponsorship opportunities, contact Ted Petersen at 617 929 7080.

About PlanetOut

PlanetOut Inc. (Nasdaq: LGBT) is the leading global media and entertainment company exclusively serving the lesbian, gay, bisexual and transgender community. PlanetOut's digital media brands include Gay.com, PlanetOut.com, OUT&ABOUT Travel, Advocate.com, Out.com, OutTraveler.com and HIVPlusMag.com, as well as localized versions of the Gay.com site in English, French, German, Italian, Portuguese and Spanish. PlanetOut print media brands include The Advocate, Out, The Out Traveler and HIVPlus, as well as SpecPub, Inc. titles. PlanetOut is based in San Francisco with additional offices in New York, Los Angeles, Minneapolis, London and Buenos Aires.

About The Boston Globe

The Boston Globe is wholly owned by The New York Times Company (NYSE: NYT), a leading media company with 2005 revenues of \$3.4 billion. The New York Times Company includes *The New York Times*, the *International Herald Tribune*, *The Boston Globe*, 15 other daily newspapers, nine network-affiliated television stations, two New York City radio stations and 35 Web sites, including NYTimes.com, Boston.com and About.com. The Company's core purpose is to enhance society by creating, collecting and distributing high-quality news, information and entertainment.

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