

Associated Press

PlanetOut Will Sell Its RSVP Vacations Unit to Atlantis Events

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SAN FRANCISCO (AP) -- PlanetOut Inc., a media company and entertainment targeting the gay and lesbian market, said Thursday it will to sell its RSVP Vacations unit to Atlantis Events.

Atlantis Events Inc. specializes in gay and lesbian cruises and vacations, as does RSVP Vacations. Atlantis will retain the RSVP brand, the company said.

Financial terms were undisclosed. The deal is set to close on or about Oct. 24.

PlanetOut said the move helps simplify its business model and make advertising revenue its core driver. The company operates several Web sites, including Gay.com, and publishes The Advocate and Out magazines and other titles.