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PRIDE

CHRISTOPHER
STREET WEST

FOR IMMEDIATE RELEASE

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**LOS ANGELES LGBT PRIDE PARTNER PHOENIX LIFESTYLE
LAUNCHES CREDIT CARD WITH LGBT CHARITABLE REWARD PROGRAM**

LOS ANGELES (APRIL 22, 2008) Christopher Street West, producer of the annual Los Angeles LGBT PRIDE celebration, is proud to announce that Phoenix Lifestyle, the Official Admission Ticket Sponsor of LA PRIDE 2008, and Bank of America are launching the Phoenix Card with a program making direct financial contributions to LGBT community-based organizations. As LA PRIDE partners with over 60 local non-profit organizations on a year-round basis, this exciting giving program of Phoenix Lifestyle, is the natural extension of a unified commitment to support the LGBT community.

Phoenix Lifestyle, www.phoenix-lifestyle.com, the premiere concierge provider of exclusive travel opportunities and once-in-a-lifetime event participation, has partnered with Bank of America, www.bankofamerica.com to launch the Phoenix Credit Card and offer the LGBT community a unique charitable rewards program. Phoenix Lifestyle LLC, will donate a minimum of 5% of its royalties from every Phoenix card purchase to a foundation or charity that looks after the LGBT community.

The initial recipient for the first three fiscal quarters is slated to be Aid for AIDS, www.aidforaids.net, the Los-Angeles based organization providing funds for basic necessities such as housing, utilities and health insurance premiums, in acknowledgement for the invaluable support Aid for AIDS provides to the LGBT community. Each quarter thereafter, Phoenix Lifestyle will select an exemplary organization to receive this dedicated donation based upon customer feedback received at donate@phoenix-lifestyle.com.

"Good things in life come to those with a means to pay for them. So, if you're going to spend... spend well. Phoenix & Bank of America offer customers a way to do just that and feel good. Demand more from your card! You instill pride in everything you do... now you can carry it in your pocket, too." - Phoenix Lifestyle

ABOUT CHRISTOPHER STREET WEST

The 2008 LA PRIDE Celebration will be June 6-8 in West Hollywood. Please visit the LAPRIDE.org website for more information. Our Agenda: Love. Equality. Pride.

A non-profit organization, Christopher Street West, is a leading partner in the advancement of rights and equality of the LGBT community. Led by professionally driven, volunteer based board members, Christopher Street West produces one of the largest Pride Celebrations in the United States with an expanding global presence reaching millions of people every year.

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