

Diversity Platinum

Membership Rewards Card

NEWS RELEASE

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Diversity Platinum Rewards Card Offers Discount in Celebration of Pride Month *National LGBT Discount Program Also Supports Community Non-Profit Organizations*

PALM SPRINGS – May 31, 2011: Diversity Platinum, the first and fastest growing international discount program for the LGBT community, their friends and families, announced today that the Diversity Platinum Rewards Card is being offered at a deep discount in celebration of LGBT Pride month.

The Card is being offered during the month of June for \$19.95 for one year (a discount of 60% off the regular price) through the company's web site, www.diversityplatinum.com. The Bottom Line and Instinct Magazines are sponsoring the discount promotion, and purchasers must enter discount code BLPRIDE11 (or INSTINCT11) to receive the discount. Renewals are \$40 after the first year.

Diversity Platinum is not a credit card, but a national discount program where membership entitles the holder to discounts and perks at hotels, amusement parks, restaurants, spas, retail, and more! From well-known national brands such as Avis Car Rental, Kimpton Hotels & Restaurants, Macy's, SuperShuttle, and Six Flags Amusement Parks to local restaurants, attractions, and retailers, discounts are widely available with more participating companies being added every day.

MillerCoors has partnered with Diversity Platinum Rewards to support national and local LGBT charities. Diversity Platinum Rewards Card allows members to choose from one of several nonprofit organizations while purchasing the card, and a portion of the proceeds go directly to benefit that charity. Currently the list of supported charities includes The Trevor Project, The Los Angeles Gay & Lesbian Chamber of Commerce, The Matthew Shepard Foundation, AIDS Assistance Program, Gay American Heroes, and GLBT organizations across the United States.
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“The Diversity Platinum card is accepted everywhere you want to be – you'll see ‘Diversity Platinum Accepted Here’ decals at restaurants and stores in your city and around the world.” said Steve Harris, founder and C.E.O. of Diversity Platinum. “Diversity Platinum Rewards Card is a revolutionary discount rewards program with a triple win combination. The LGBT community wins with increased buying power at discounted prices. LGBT and LGBT-friendly businesses win with increased business, and non-profit community-based organizations like the AIDS Assistance Program win with a portion of proceeds for every card sold going to help these charities,” Harris added. “We want to help to support ‘grass-roots’ local LGBT charities and organizations across the country, many of which are struggling financially.”

About Diversity Platinum Inc.

Diversity Platinum Rewards Card is the first membership rewards program for the LGBT Community, friends and families. Diversity Platinum Rewards Card was launched on November 4, 2010, and is headquartered in Palm Springs, California. For more information please visit www.diversityplatinum.com or call 914-684-6936.