



News Release

FOR IMMEDIATE RELEASE

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Olivia Cruises & Resorts Announces Partnership With Backroads - An Expansion into Active Travel Vacations for Both the Lesbian & Gay Communities

Through Joint Venture with Leading Active Travel Company, Backroads, Olivia Cruises & Resorts Further Expands Its Travel Offerings with Unique Land Based Travel Packages

Oakland, Calif. – June 25, 2002 – Celebrating 30 years of community through travel and music, Olivia Cruises & Resorts, the nation's premier provider of travel for lesbians, today announced its evolution into active travel, the next step in its vision to become a full-service lifestyle company for the lesbian and gay communities. Olivia Backroads, a joint venture with Backroads, the world's #1 active travel company, enables Olivia to offer its guests a greater variety of travel excursions. With biking trips in the California Wine Country, hiking holidays in the Canadian Rockies, multisport adventures in Costa Rica and explorations as far East as Thailand, Olivia Backroads delivers the best vacations to travelers who share a passion for exploring the world. In addition, through Olivia Backroads, Olivia will begin to offer co-ed vacations to both the lesbian and gay communities for the first time, giving travelers the option to book an exclusive women's vacation or include their friends and family.

"The introduction of Olivia Backroads is yet another historic moment for Olivia as we look to expand into a full-service lifestyle company," said Judy Dlugacz, President and Chairperson of the Board. "As we once revolutionized the music industry 30 years ago

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with Olivia Records and later evolved into Olivia Cruises & Resorts, Olivia Backroads symbolizes the strength of the Olivia brand and our commitment to being the leading resource for the lesbian community.”

Blending culture, camaraderie and community, Olivia Backroads allows travelers to see the world from an entirely new perspective. Designed for the active individual with a passion for being outdoors, each Olivia Backroads itinerary is carefully researched and guided by experienced trip leaders. Each vacation also features daily route options of varying length to accommodate every fitness level and ensure that the traveler gains the richest travel experience.

With Olivia Backroads, travelers can choose from a wide variety of excursions — walking in Tuscany, biking in Provence, golfing in Ireland and destinations including the breathtaking San Juan Islands or the exhilarating Grand Canyon.

“Olivia Backroads is a vital component in the expansion of products and services that Olivia plans to offer,” said Amy Errett, Chief Executive Officer. “As the preeminent lesbian company and with our continued commitment to serving those who have been a part of the Olivia experience for the past 30 years, Olivia Backroads gives us the opportunity to reach a greater number of lesbians and also introduce for the first time our unique services to the gay community, in addition to making our trips available to our friends and family.”

“Partnering with Olivia enables us to offer an exciting travel experience for the lesbian and gay communities,” said Tom Hale, Founder and President of Backroads. “We are pleased to be working with Olivia Cruises & Resorts and look forward to offering the best in active travel to Olivia guests.”

Olivia Backroads will begin taking reservations for active vacations in the California Wine Country, Costa Rica and Baja, Mexico in June 2002. To book or inquire about package prices for an Olivia Backroads adventure, call 1-888-GO-OLIVIA.

About Olivia Cruises & Resorts

Created out of the success of Olivia Records, Olivia Cruises & Resorts is the nation’s

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oldest and largest lesbian travel provider and has produced over fifty vacations and taken nearly 50,000 women on trips around the world. In 2003, Olivia will celebrate 30 years of creating memories and magic for women through music and travel.

About Backroads

A 24-year-old travel pioneer, Backroads designs and hosts luxury biking, walking and multisport vacations around the world. What began as a small, regional bike touring company has grown to be the world's #1 active travel company, with the most destinations, itineraries and annual departures in the active vacation industry.

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