



News Release

FOR IMMEDIATE RELEASE

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Olivia Signs Strategic Partnership with AAA Travel of Northern California

AAA Travel Broadens Reach Targeting Lesbian and Gay Travelers

OAKLAND (June 4, 2003) – Olivia, the world's largest and best-known provider of travel services for lesbians, and their families and friends, today announced its agreement to partner with AAA Travel of Northern California to further expand their reach to the lesbian and gay markets. Through the agreement, Olivia-trained AAA travel consultants will sell Olivia trips to guests seeking lesbian and gay friendly holidays.

"This alliance with AAA plays a significant role in Olivia's larger business strategy and supports our vision to reach a broader, more diverse audience in the travel arena," said Amy Errett, CEO of Olivia. "Both AAA and Olivia are well-trusted brands within the travel industry and it makes sense that we would partner to offer lesbian and gay travelers throughout California specialized cruise, resort and active travel vacations." Aware that a significant number of the AAA guest base would be interested in Olivia's travel services, AAA Travel approached Olivia as the leader in the lesbian travel market. Partnering with AAA Travel allows Olivia to tap into a new market that may not be well educated on Olivia's offerings all the while ensuring that AAA customers are offered a broad selection of vacations from which to choose.

"Olivia is a business trailblazer as the first company to successfully reach the lesbian consumer market," said Jenny McMutrie, Vice President of Product Management, AAA Travel of Northern California. "Knowing we wanted to reach lesbian and gay consumers, we turned to Olivia as the best known name in lesbian travel."

About Olivia

Olivia is the world's largest and best-known provider of travel services for lesbians and

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their families and friends, reaching more than 2.5 million women internationally. In 2003, Olivia will celebrate 30 years as a catalyst for social change that connects, transforms, and celebrates the lives of women through music and travel. For more information, please visit <http://www.olivia.com>.

About AAA of Northern California

Established over 100 years ago, AAA of Northern California offers a wide array of automotive, travel, insurance and financial services to more than 4 million members.

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