



NEWS RELEASE

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OLIVIA UNVEILS NEW BRAND IDENTITY ON CORPORATE WEBSITE

OAKLAND, CA (October 6, 2003) – Olivia, the lifestyle company that connects, transforms and celebrates the lives of lesbians as well as their families and friends, today announced the launch of its new brand identity on its corporate website. The new brand embodies the company's evolution into a lifestyle services company offering expanded travel options, retirement resort communities, research and advocacy and lifestyle planning for the lesbian and gay communities. With a tagline of Feel Free, the new brand combines the past, present and future of Olivia and illustrates the Olivia experience as one of transformation.

"We're excited to be expanding what we offer to our community," said Amy Errett, CEO. "As we looked into the future of Olivia we recognized an essential element to supporting our growth is a strong brand that can evolve with us. Our new brand positioning clearly defines Olivia's objectives as we move ahead: to better serve our growing community with a more diverse menu of services."

The campaign includes a new corporate identity platform, logo, symbols, typography, color and words which can be seen on its new corporate website at www.olivia.com. In addition, Olivia's marketing efforts have been expanded through an advertising campaign of one-page magazine spreads that broke earlier this year in publications including The Advocate, Curve, Lesbian News, She Magazine and Girlfriends.

Addis, the independent brand strategy and design firm in Berkeley, California, created the new brand identity system for Olivia focusing on the company's mission, vision and essence.

About Olivia

Olivia is the world's largest and best-known provider of travel services for lesbians and their families and friends, reaching more than 2.5 million women internationally. In 2003, Olivia celebrates 30 years as a catalyst for social change that connects, transforms, and celebrates the lives of lesbians, as well as their families and friends. For more information, please visit <http://www.olivia.com>.

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