



NEWS RELEASE

for immediate release

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OLIVIA ANNOUNCES LUXURY ANTARCTICA CRUISE ABOARD ORION

Guests Celebrate the New Year Amongst the Polar Wilderness

OAKLAND, CA (December 10, 2003) – Olivia, the lifestyle company that connects, transforms and celebrates the lives of lesbians as well as their families and friends, today announced the first Olivia expedition to Antarctica. The luxury cruise is scheduled for December 28 through January 9, 2005. Olivia guests will experience up close the amazing array of wildlife that exists throughout the snowcapped mountains and icebergs while aboard the luxurious 106-guest Orion.

"It has always been part of Olivia's vision to enter into the adventure travel arena," said Amy Errett, chief executive officer of Olivia. "By adding this amazing destination aboard a state-of-the-art vessel, we are once again delivering itineraries that our guests have been asking for. We plan to introduce additional adventure trips early next year."

Gliding through the scenic waterways, guests will visit the ever-changing landscape of icebergs and snowcapped mountains from the open observation deck. The Orion, the state-of-the-art vessel built specifically for Antarctic cruising, will maneuver easily through the ice fields all the while offering tremendous scenes throughout the majestic and mysterious wilderness. Guests will be led by expert guides on excursions aboard the ship's 10-person Zodiac boats (or two-person kayaks) to intimately explore Antarctica's wonders. Back on board the ship, the Orion's creature comforts include a gourmet restaurant, gym, sauna, whirlpool and massage. Each spacious room boasts a plasma screen television with DVD player and Internet access.

The trip begins in Buenos Aires, Argentina, and then guests fly on to Ushuaia – the southernmost city in the world. From here, guests board the Orion and sail through Drake Passage and then spend five days at sea exploring the pristine wilderness of Antarctica. Then the Orion will sail guests past Cape Horn and the ship will return to Ushuaia, Argentina and guests will fly back to Buenos Aires.

Olivia is offering special pricing until January 15, 2004. Rates start at \$5999 and are per person based on double occupancy. Prices do not include airfare to Buenos Aires, port tax or gratuities. Prices include all excursions aboard the Orion, welcome and farewell cocktail reception, beer, wine and soda with lunch, overnight stay and breakfast in Buenos Aires, all transfers from Buenos Aires to Ushuaia and roundtrip air from Buenos Aires to Ushuaia. The most up-to-date information on all Olivia vacations can be found on the company's website at www.olivia.com

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. This year Olivia celebrates 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>.



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