



NEWS RELEASE

For immediate release

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OLIVIA JOINS FORCES WITH SHOWTIME TO INTRODUCE NEW SERIES "THE L-WORD"

Premiere Screening of Show Scheduled on Mexican Riviera Cruise with Cast Members Aboard

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 its relationship with Showtime, a leading premium television network known for featuring provocative, passionate and award-winning "No Limits" original programming. Through the arrangement, Showtime will do a special screening of the premiere episode of its new series "The L-Word" on board the company's Mexican Riviera cruise scheduled for January 16 through January 23, 2004. The Showtime Original Series explores the lives and loves of a group of Los Angeles lesbians and features Jennifer Beals, Erin Daniels, Laurel Holloman, Karina Lombard, Leisha Hailey, Mia Kirshner, Eric Mabius, Katherine Moennig and Pam Grier and will be seen by Olivia's 1,250 guests while sailing through the exotic Mexican Riviera. In addition, some cast members as well as one of the show's creators, Ilene Chaiken, plan to join Olivia on board for a premiere screening and party. "The L Word" will premiere nationally Sunday, January 18th on Showtime at 10 p.m. (ET/PT).

"Our agreement with Showtime reinforces our commitment to the visibility and fair representation of our community," said Amy Errett, CEO. "We are excited that a vanguard network is creating a show that focuses on the lives of women. It sends a very strong message to our community and the nation."

"When it came time to market Showtime's 'The L-Word' to lesbians, we knew we wanted to join forces with Olivia because of their powerful and positive relationship with this community. Olivia provides a unique and wonderful product to hundreds of thousands of lesbians and this exciting relationship has allowed Showtime direct access to Olivia's vast and loyal customer base," said Stephanie Gibbons, SVP Marketing, Advertising and Promotions, Showtime. "We are thrilled to have an opportunity to screen our premiere episode on board Olivia's Mexican Riviera cruise and to gain the viewership of such a large group of women."

Guests on the Olivia Mexican Riviera cruise will also have an opportunity to participate in the company's first Women's Leadership Summit which will feature speakers Col. Grethe Cammermeyer, famous pastry chef and restaurateur Elizabeth Falkner, executive director for the National Center for Lesbian Rights Kate Kendell, former president and COO of *TRADE Kathy Levinson, former executive editor of Essence magazine Linda Villarosa and editor-in-chief of The

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Advocate Judy Wieder. The event filled week will also include performances by talented musicians Suede, Lucie Blue Tremblay and Zoe Lewis and comedians Suzanne Westenhoefer, Kathleen Madigan and Karen Williams.

Olivia is offering special pricing until January 15, 2004. Rates start at \$999 per person and are based on double occupancy. 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 family 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>.

ABOUT SHOWTIME NETWORKS, INC.

Showtime Networks Inc. (SNI), which is a wholly owned subsidiary of Viacom Inc., owns the premium television networks SHOWTIME®, THE MOVIE CHANNEL™ and FLIX®, as well as the multiplex channels SHOWTIME® TOO™, SHOWTIME® SHOWCASE, SHOWTIME EXTREME®, SHOWTIME BEYOND®, SHOWTIME NEXT®, SHOWTIME WOMEN®, SHOWTIME FAMILYZONE® and TMC xtra. SNI also offers SHOWTIME HD®, THE MOVIE CHANNEL HD®, SHOWTIME ON DEMAND® and THE MOVIE CHANNEL ON DEMAND™. SNI operates and manages the premium television network SUNDANCE CHANNEL®, which is owned by SNI, Robert Redford and Universal Studios. All SNI feeds provide enhanced sound using Dolby Digital 5.1. SNI markets and distributes sports and entertainment events for exhibition to subscribers on a pay-per-view basis through SHOWTIME® PPV. Additionally, the advertiser-supported television network SHOWTIME EXTREME® is available in Spain through a joint venture with Media Park and the advertiser-supported television network SHOWTIME is available in Turkey through a joint venture with UK-based Zone Vision.

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