



NEWS RELEASE

for immediate release

CONTACTS

Susan MacTavish Best
Best Public Relations
415.505.0301
susan@bestpr.net

Brooks Jewell/Joan Ziff
SHOWTIME
212.708.1380/1590
brooks.jewell@showtime.net
joan.ziff@showtime.net

THE L WORD FILMS ABOARD MAYAN CARIBBEAN CRUISE

Cast members kick off Olivia's first annual lesbian film festival, too

OAKLAND, CA, October 27, 2004 —After the wildly successful premiere of "The L Word" aboard Olivia's Mexican Riviera Cruise in January 2004, Olivia is pleased to announce that Showtime will film part of an episode for season two aboard Olivia's Mayan Caribbean Cruise & Lesbian Film Festival featuring The L Word cast. Additionally, Olivia presents an all-star entertainment line-up for the sold-out cruise, which runs October 30 through November 6, including the incomparable Indigo Girls and Grammy award-winning singer Shawn Colvin.

"Our guests love the show. We had such a tremendous response to 'The L Word' premiere on board that we just had to bring them back," Judy Dlugacz, president and founder of Olivia, said.

It's a dream vacation and a backstage pass all in one, according to Olivia's chief executive officer Amy Errett. "We couldn't think of a more perfect setting for the hottest show on television and we couldn't be more pleased to have them on board."

Stephanie Gibbons, Senior Vice President of Advertising and Promotions for Showtime Networks stated, "It's a great opportunity for Olivia customers and fans of The L Word to get a peak behind the scenes of this hit series. We're delighted to be able to partner with Olivia to promote The L Word in this unique and exciting way. Being aboard the cruise allows us to really interact and reach out to the audience one on one. After we joined Olivia for their Mexican Riviera Cruise, we knew we had to shoot an episode on board." The second season of Showtime's hit series debuts in February 2005.

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434 brannan street
san francisco ca 94107

t 800.631.6277
f 415.962.5710
www.olivia.com



After their first Olivia performance in January 2004, the Indigo Girls couldn't wait for their encore trip and neither could Olivia guests. Olivia also features Shawn Colvin ("A Few Small Repairs"), Catie Curtis, Vickie Shaw, Karen Williams, Lisa Koch and Julie Wolf.

Members of "The L Word" cast and crew come aboard to shoot part of an episode as the 1,200-passenger ship travels to Ft. Lauderdale, Key West, Playa del Carmen / Cozumel and Progreso.

Olivia's film festival showcases the best of modern lesbian cinema and pays tribute to the classic film "Desert Hearts." Donna Dietch, "Desert Hearts" director, will be on hand to answer questions and discuss her plans for a much-anticipated sequel. The film festival also features actress Jane Lynch ("A Mighty Wind," "Best in Show"), documentary filmmaker Lesli Klainberg ("In the Company of Women") and comedian and film festival director Georgia Ragsdale. Film festival guests will host screenings and participate in panel discussions with Olivia guests.

ABOUT OLIVIA

Founded in San Francisco in 1973, Olivia, the premier travel company serving the lesbian and gay community, reaches more than six million people internationally. Over 75,000 people have traveled with Olivia in the last ten years. The company charters the entire ship or resort bringing world-class entertainment like the indigo girls, k.d. lang, Shawn Colvin and the cast of Showtime's THE L WORD.

ABOUT SHOWTIME

The SHOWTIME Original Series, THE L WORD, is about a group of young women in Los Angeles, their lives, careers, and romantic relationships -- both gay and straight. 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 a venture between NBC Universal, Robert Redford, and Showtime Networks Inc. 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 is available in Turkey through a joint venture with UK-based Zone Vision.

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