



NEWS RELEASE

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OLIVIA MEDIA CONTACTS

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

LEGENDARY WOMEN ATHLETES JOIN OLIVIA'S SPORTACULAR

*LPGA champion Rosie Jones, record-setting swimmer Diana Nyad,
Wimbledon doubles champ Rosie Casals and WNBA star Natalie Williams*

OAKLAND, CA, April 21, 2004 — Continuing its mission of women's empowerment, Olivia announces its first Sportacular vacation in Playa del Carmen, Mexico, Nov. 6-13, 2004, fusing health, fitness and sports-focused workshops with a fun-filled, all-inclusive vacation experience.

Olivia's first Sportacular is set at a secluded resort in the heart of the Mexican Caribbean with an immense private beach, lush gardens and beachfront pool.

Joining Olivia are renowned women athletes and role models, like Olivia-endorsed, out 13-time LPGA champion golfer Rosie Jones, seven-time Wimbledon doubles champ Rosie Casals, Olympian and WNBA all-star Natalie Williams and world record-setting swimmer Diana Nyad. They will lead activities and serve up a wealth of sports and leadership experience.

"We are excited to offer a week of entertainment and empowerment. It's the best of both worlds," said Olivia CEO Amy Errett. "Guests can relax at this amazing resort while also learning skills that will improve their lives at home."

Olivia founder and president Judy Dlugacz said, "This vacation truly embodies Olivia's mission of empowerment for women. I'm really looking forward to a week of healthy inspiration."

Tucked away in this secret paradise, Olivia guests are still close enough to visit ancient and natural wonders like Chichen Itza, Isla Mujeres, Tulum and Tres Rios Grand. The world's second largest coral reef offers fantastic snorkeling and diving plus Cozumel and AquaWorld are just a quick ferry ride away.

Each night, Olivia delights guests with its signature entertainment, including comedians Kate Clinton, Tig, Betsy Salkind and Carlease. It's an ideal combination of relaxation, wellness, entertainment and empowerment.

Founded in San Francisco in 1973, Olivia, the premier travel company serving the women's community, reaches more than six million people internationally. Over 70,000 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."

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4400 market street
oakland, ca 94608

t 510.655.0364
f 510.655.4334
www.olivia.com