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OLIVIA'S FOUNDER & CEO, JUDY DLUGACZ & AMY ERRETT

**Named Ernst & Young Entrepreneur Of The Year® 2006 Award
Winner in Northern California**

Award Recognizes Entrepreneurial Excellence in Consumer Services Category

SAN FRANCISCO (June 21, 2006) – Olivia, *The #1 Lesbian Lifestyle Company in the World*, today announced that Judy Dlugacz, founder and president and Amy Errett, CEO received the Ernst & Young Entrepreneur Of The Year® 2006 Award in the Consumer Services category in Northern California. According to Ernst & Young, the award recognizes outstanding entrepreneurs who are building and leading dynamic and growing businesses. Dlugacz and Errett were selected by an independent panel of judges and the award was presented at an Ernst & Young Entrepreneur Of The Year 20th anniversary gala event at The Fairmont, San Francisco on Friday, June 16th.

“For more than 30 years we have been evolving Olivia the company for the benefit of our extraordinary clients. This is an historic award, since we have been recognized by E&Y for doing what we love to do most, which is serving and empowering women,” said Judy Dlugacz, founder and president of Olivia. “Whether it is an Olivia cruise or part of our expanding lifestyle brand, Olivia is always looking for ways to empower, engage, embrace, unite and enrich the lives of lesbians and women of all ages and diverse backgrounds.”

“Being a part of a passionate team is the best part of the job,” said Amy Errett, CEO of Olivia. “It is that passion to provide our clients with countless outstanding services that motivated us to grow into a full services lifestyle brand. We will be launching Olivia.com, an online community, content and resource destination for lesbians, Olivia Magazine, a lifestyle magazine for lesbians, Olivia Membership, a program offering special benefits and resources for lesbians, including insurance and financial services, retail discounts, access to entertainment and health and fitness resources, and Olivia Living, an active adult resort retirement community.”

The Ernst & Young Entrepreneur Of The Year awards program celebrates its 20th anniversary this year and continues to honor entrepreneurs who have demonstrated excellence and extraordinary success in such areas as innovation, financial performance, and personal commitment to their businesses and communities. “Ernst & Young is proud of its history in recognizing these outstanding leaders and their companies,” said Rick Fezell, Ernst & Young Entrepreneur Of The Year program director for Northern California.

As Northern California award winners, Judy Dlugacz and Amy Errett are now eligible for consideration for the Ernst & Young Entrepreneur Of The Year 2006 national program. Award winners in several national categories, as well as the overall national Ernst & Young Entrepreneur Of The Year award winner, will be announced at the annual awards gala in Palm Springs, California on November 18, 2006. The overall national Entrepreneur Of The Year award recipient is then considered for the world event held in Monte Carlo.

About Olivia

For information on Olivia, please visit www.olivia.com.

About the Ernst & Young Entrepreneur Of The Year Awards

The Entrepreneur Of The Year® awards program was created and is produced by professional services firm Ernst & Young LLP. As the first award of its kind, the Ernst & Young Entrepreneur Of The Year award recognizes outstanding entrepreneurs who are building and leading dynamic and growing businesses. The program honors entrepreneurs through regional, national and global award programs in over 100 cities and 35 countries.

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