

**For Immediate Release**

**Press Contact:**  
Jeff Fox  
The Blueshirt Group  
415-828-8298  
jeff@blueshirtgroup.com

## **MELISSA ETHERIDGE TO “ROCK THE BOAT” ON OLIVIA CRUISE**

### **Legendary Rocker to Perform on World’s Largest Lesbian Travel Company**

SAN FRANCISCO, CA – (Dec. 14, 2006) – Olivia, the world’s largest lesbian lifestyle company and the best known provider of travel services for lesbians, their families and friends, has signed Melissa Etheridge to perform on an upcoming cruise in March 2007. Melissa will be performing in Fort Lauderdale on the ship the night of March 25, 2007.

“We are truly honored and thrilled that Melissa will be on board to entertain our guests,” said Judy Dlugacz, president and founder of Olivia. “Melissa is an inspiration on so many levels, not only to the lesbian community but to women everywhere, not to mention an electric performer. To see her in an intimate setting in community, aboard a world-class cruise ship sailing in the Caribbean, promises to be an unforgettable experience.”

“Bringing back Melissa for her second time aboard an Olivia cruise affirms our ability to blend entertainment, travel and community connection in a way that is uniquely tailored to our market,” said Amy Errett, CEO of Olivia. “We plan to deepen the connection to our customers – and further enhance their ability to connect with each other – when we launch a whole new Olivia.com in early 2007 with social networking plus an array of new content and features.”

Etheridge, the beloved two-time Grammy Award winner and gay rights activist, will perform on the first night of the week-long “Caribbean Escape” cruise March 25-April 1, 2007. More than 1,800 passengers will travel in luxury and spacious comfort aboard the Holland America’s “Ms. Westerdam.” Embarking from Ft. Lauderdale, destinations include the buzzing social scene of Key West, the tranquil lagoons of Olivia’s private island Half Moon Cay, San Juan, Puerto Rico and St. Thomas/St. John in the U.S. Virgin Islands. With special guests Suede, Julie Goldman, Rene Hicks, Amy Boyd, Dana Adkins and Doria Roberts joining Melissa, the Caribbean Escape will be one of Olivia’s most entertaining voyages to date.

Entertainment on previous Olivia Cruises Line has included top entertainers such as Lily Tomlin, Whoopi Goldberg, Indigo Girls, k.d. lang, Wynonna Judd, Mary Chapin Carpenter, Shawn Colvin, Kathleen Madigan, Kate Clinton, Suzanne Westenhofer and the cast of Showtime’s “The L Word.”

Exotic destinations offered by Olivia in 2007 will include Antartica, the Caribbean Islands, the Greek Isles, Tahiti, the Netherlands, Alaska, and the Mexican Riviera.

For more information or to make reservations, call (800) 631-6277 or visit [www.olivia.com](http://www.olivia.com).

### **About Olivia**

Olivia is the lifestyle brand focused exclusively on lesbians and delivering premium products and services that connect and celebrate their lives. Originally founded as a record label in 1973, the San Francisco-based company has evolved into the leader in lesbian travel, offering extraordinary vacations for lesbians to some the world's most exclusive destinations and featuring top entertainers including Lily Tomlin, Whoopi Goldberg, Melissa Etheridge and cast members from Showtime's original hit series, The L Word. In addition to travel, Olivia offers an Olivia Visa rewards credit card and in 2007 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. Visibility and empowerment for lesbians is at the heart of everything Olivia does. It is proud to sponsor top out athletes Sheryl Swoopes and Rosie Jones and support a number of Women's and Lesbian and Gay organizations, donating more than \$450,000 to groups working to empower and transform lives of women and lesbians. For more information on Olivia, visit [www.olivia.com](http://www.olivia.com).

###