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**OLIVIA ANNOUNCES RECORD REVENUE FOR 2006 AND  
OUTLINES PLANS FOR OLIVIA.COM AND  
DIVERSIFIED MEDIA STRATEGY**

SAN FRANCISCO, CA – (Dec. 20, 2006) – Olivia, the world’s leading lesbian lifestyle company, announced record revenue of \$20 million for 2006 along with progress against key strategic initiatives and achievements that solidly position the company as the leading full service multi-channel lifestyle company for lesbians connecting and celebrating their lives.

“2006 was a transformative year for Olivia as we moved forward and built on our position as the dominant provider of lesbian travel experiences toward creating an integrated, multi-channel lifestyle company,” said Amy Errett, CEO of Olivia. “With our intensely loyal existing customer base and the enthusiastic support of some of the largest corporate partners in America, Olivia is poised to diversify its revenue sources and dramatically expand the engagement level with our brand through multiple touch points.”

In early 2007, Olivia will execute an ambitious strategy to further solidify and leverage its standing as the leading lesbian lifestyle company by re-launching Olivia.com as a comprehensive online destination for lesbians seeking to connect through social networking, book Olivia travel online and access a variety of membership advantages through preferred vendors and resources. In addition, Olivia.com will have an online magazine component in a new “LIFE” section that will give lesbians access to information like money matters, health and fitness and love and romance.

Additional content and features across online and offline media properties will be made available in the first quarter of 2007, and the Company plans to announce a number of significant strategic marketing partnerships with leading media, consumer and financial services companies designed to enrich the Olivia experience for its customers.

**2006 Highlights:**

- Record revenue of \$20 million. Olivia has increased revenue and travelers four-fold over the last four years.
- Olivia Founder and President Judy Dlugacz and CEO Amy Errett received the Ernst & Young Entrepreneur Of The Year<sup>®</sup> 2006 Award in the Consumer Services category in Northern California. The award recognizes outstanding entrepreneurs who are building and leading dynamic, growing businesses.

- In February, Olivia launched a marketing partnership with Bank of America to offer an Olivia-branded Visa product to its more than 300,000 customers. Already the product is showing great results with more than double the anticipated participation rates and above average approvals. The credit card offers a robust rewards program to promote Olivia's broad international travel and leisure networks.
- Made significant progress toward a comprehensive, multi-channel consumer diversification strategy including online, offline, print and web components to complement the Company's industry-leading travel offerings.
- Fortified the executive management team to drive corporate strategy with key hires and promotions including:
  - o Kate Bednarski, VP of Brand Marketing, was tapped for her 18 years of brand strategy and integrated consumer marketing experience with leading brands such as Nike, Charles Schwab, Ryka and Keds.
  - o Jennifer van Dijk, VP of Media and Strategic Partnerships, who brings more than 10 years of experience as an innovative marketer and digital media strategist in sports and entertainment at IMG.
  - o Kraig Meyer, VP of Technology, with 20 years experience managing IT and customer support at Proficient Networks, LoopNet and Disney.
  - o Sharon Enlowsmith, VP of Strategic Partnerships, was selected for her 15 years experience in financial services sales management at Charles Schwab.
  - o Laura Fitzpatrick, VP of Travel Sales, who brings executive sales leadership based on 20 years experience at Cord Blood America, Rainmakers International and Monster.com.

“Corporate America now understands the highly desirable demographics and socio-economic interests of the lesbian affinity group and we are gratified that Olivia is now being actively approached by top-tier partners who are naturally motivated to develop business relationships with the sector leader,” said Judy Dlugacz, founder and president of Olivia. “For more than 30 years we have been evolving the Olivia brand to benefit our extraordinary members and these new business dynamics signify a seismic shift that will enable us to better serve the lesbian community.”

### **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).

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