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**OLIVIA AND GIRL BAR TEAM UP
AT GIRL BAR DINAH SHORE PALM SPRINGS WEEK**

Leaders in Lesbian Market Partner to Extend Special Benefits and Promotions

SAN FRANCISCO, CA – (MARCH 6, 2007) – Olivia, the world's largest lesbian lifestyle company and the best known provider of travel services for lesbians, their families and friends, announced a marketing partnership with Girl Bar, producer of the Girl Bar Dinah Shore Week and the largest dance and entertainment club for lesbians in the United States. The partnership spans Girl Bar events throughout the year and makes its debut March 28th – April 1st at the Girl Bar Dinah Shore Week event in Palm Springs.

"We are very pleased to be working with Sandy Sachs and Dr. Robin Gans as they are unequalled in creating 'The greatest women's week on Earth'," said Amy Errett, CEO of Olivia. "The missions of Olivia and Girl Bar are closely aligned in giving the lesbian community fabulous experiences in wonderful places so they can connect with each other and celebrate their lifestyle."

The partnership will enable cross-promotional opportunities through Olivia.com and Girlbar.com as well as Girl Bar's regional parties, larger events and clubs in Los Angeles, Las Vegas, Phoenix and the newly-opened Chicago venue. Girl Bar Dinah Shore Week attendees will be among the first to experience the new fully-interactive Olivia.com online destination and will have a chance to win a free Olivia cruise for two to the Caribbean in a raffle.

"When the two sector-leading premium brands join together it creates a dynamic and powerful experience for our dedicated and very loyal lesbian audience," said Sandy Sachs, co-producer and founder of Girl Bar. "Both Girl Bar and Olivia understand the importance of being on the ground in local markets to support and celebrate 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 of 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 www.olivia.com/connect, 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.

About Girl Bar

Now in its 17th year, Girl Bar, founded by Sandy Sachs and her life partner Dr. Robin Gans, has grown to become the nation's most widespread club and entertainment hub for women. With its chic and stylish presentations, Girl Bar's nightspots include Los Angeles, Las Vegas, Phoenix and Chicago. In addition, the annual world renowned **Girl Bar Dinah Shore Week**[™] spectacular in Palm Springs, California, is the largest lesbian gathering in the world and is known all over as "Simply, THE place to be." Girl Bar will be launching in several other cities around the U.S. and has plans for a Girl Bar Dinah Shore Week[™] in Europe. Visit www.girlbar.com and www.dinahshoreweekend.com for more information.

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