

**FOR IMMEDIATE RELEASE**

Contact: **Gabriel E. Serrato**  
Gabriel@FifteenMinutes.com  
**Howard Bragman**  
Howard@FifteenMinutes.com  
Fifteen Minutes PR  
323.556.9700

**OLIVIA™ APPOINTS  
LISA HENDERSON GENERAL MANAGER**

SAN FRANCISCO, CA – (March 28<sup>th</sup>, 2007) – Olivia Founder and President Judy Dlugacz today announced that Lisa R. Henderson has joined the company as General Manager. Concurrently, former CEO, Amy Errett, has left the position which she held for five years.

“It is full steam ahead with Lisa and me at the helm,” said Dlugacz.

“Olivia is almost 35-years-old and in many ways it has just begun. Our focus will be to deliver services relevant to the lesbian community that not only leverage our travel and entertainment expertise but expand access to the Olivia experience via technology based offerings,” said Henderson.

Henderson will run the day to day operations working with Dlugacz to realize the vision of the company. She boasts more than 21 years of experience in brand franchise expansion, business optimization and new technology launches with some of the top consumer and technology companies in the world ranging from Nestle to MSN. Henderson has been a founding member of several start-up technology companies in digital media and web based applications.

**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 [www.olivia.com/connect](http://www.olivia.com/connect), an online community, content and resource destination for lesbians Visibility and empowerment for lesbians which 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).

# # #