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OLIVIA™ TURNS 35 IN 2008

Olivia, the Premier Experience Provider for Lesbians, Plans Year Long Celebration

SAN FRANCISCO, CA (May 30, 2007) — The groundbreaking independent women’s record label of the ‘70s and ‘80s, that transformed into the leading provider of travel, entertainment and community experiences for lesbians, celebrates its 35th year in January 2008.

Olivia has always been about influencing social change and creating community that is safe and welcoming for lesbians from every corner of the globe. Year after year, Olivia raises its customer experience standards by providing new premiere vacations, marquee entertainment and other branded and partner-based services for lesbians. Today, Olivia is the largest promoter of lesbian travel and services in the world, chartering entire ships, resorts and tours ranging in size from intimate, boutique experiences in the Galapagos to cruising the Caribbean on ships holding 2,000 women.

“Olivia was created to serve a lesbian market that ranges from women who must live quietly in suburbia, to women who have the freedom to walk the streets holding hands. I am extremely blessed to have been part of this amazing experience. When the company launched 35 years ago, I never dreamed Olivia would become the company that it is today,” said Judy Dlugacz, President and Founder of Olivia. “When we started the travel division, no one wanted to charter ships to us, now we are one of the largest charterers of the Holland America Line.”

As the 35th Anniversary approaches, Olivia will be launching a new, more holistic approach to its vacations, called “**traveltainment**”™. Each vacation will feature a unique theme that will be carried throughout the trip, including everything from destination and entertainment pairing, to in-cabin products and services. Olivia will also be rolling out a new online social community and vacation visualization experience in the next few months.

“We are building a web services platform with the needs of the lesbian market as the foundation. Our site will enable lesbians of all ages, cultures and passions to socialize online in an environment created and managed by the premier lesbian services company. In addition to social experiences, we will offer a range of communication and information services. One of the most exciting features of the forthcoming website is the ability to more completely visualize the Olivia travel experience,” said Lisa Henderson, General Manager of Olivia. “The Olivia brand mission is to create unique and memorable

community experiences. Our web services platform is an extension of that mission,” Henderson added.

Olivia will kickoff the 35th Anniversary year with two Caribbean cruises in January and March. The year will also include resort destinations to Cancun and Turkuiose, intimate riverboat adventures in Russia and along the Danube, as well as vacations in Hawaii, the Mexican Riviera and Australia. The announcement of the traveltainment™ themes will be made over the next several months.

“Historically, when we have called on the community to celebrate significant milestones with us, we sell out every trip and event we offer- we hope this year long celebration will be no exception,” said Dlugacz.

About Olivia

Olivia is 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 creating extraordinary experiences for lesbians. 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 the lives of women and lesbians. For more information on Olivia, visit www.olivia.com.

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