



OLIVIA'S "CRUISE FOR OUR CAUSE" SAILS DURING WOMEN'S HISTORY MONTH TO SUPPORT WOMEN'S HEALTH EDUCATION RESEARCH

*Caribbean cruise entertains while raising awareness and research funds;
Charity auction items donated from k.d. lang, Melissa Etheridge and other celebrities*

San Francisco – March 3, 2008 – When Olivia's "Cruise for Our Cause" heads to the Caribbean on March 30 with 1,800 women on-board, it will be the first cruise experience dedicated to breast cancer, women's health awareness and research funding.

Along with the outstanding entertainment and activities travelers have come to expect from the leading lesbian travel and entertainment company, Olivia (www.olivia.com) will raise money through an auction of items donated by celebrities including Melissa Etheridge, Wynonna Judd, Indigo Girls, Billie Jean King and k. d. lang.

The auction proceeds will support the Dr. Susan Love Research Foundation (www.dsrlf.org) dedicated to research, education and advocacy related to breast cancer and women's health issues.

"We created this experience to celebrate women and help them lead healthy lives," said Lisa Henderson, general manager of Olivia, noting that March happens to be Women's History Month. "We also wanted to help fund the fight against breast cancer so women in our community remain healthy and continue making history."

Travelers will be entertained with any number of performances, including a send-off concert by rock group Heart. "Cruise for Our Cause," following its theme," also will sprinkle the on-board fun with sessions and panel discussions about the latest medical research and treatments with leading medical professionals.

###

ABOUT OLIVIA

Olivia is focused exclusively on lesbians and delivering premium travel and entertainment 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.

ABOUT DR. SUSAN LOVE RESEARCH FOUNDATION

The mission of the Foundation is to eradicate breast cancer and improve the quality of women's health through innovative research, education and advocacy. We believe that the intraductal approach to breast cancer is the path that will bring us to the beginning of the end of this disease. To date, we have received more than one million dollars to pursue our own intraductal research, and since 1998, the Foundation has awarded pilot grants to intraductal researchers totaling more than \$900,000. More information can be found at www.dslrf.org.

Media Contact

Ivette López Sisniega

T- 512-495-7185

E- ivette.lopez@fleishman.com