



Olivia Cruises and Resorts and Good Vibrations Set Sail with Partnership Deal

SAN FRANCISCO—April 30, 2009 Olivia, the leader in lesbian cruise and resort vacations, is pleased to announce its partnership with Good Vibrations, the legendary San Francisco-based company that provides sex-positive education and toys for grown-ups.

The partnership will launch on Olivia's Caribbean Halloween Cruise (October 25-November 1, 2009). Good Vibrations Sexologist and renowned author, lecturer, and sex expert Dr. Carol Queen Ph.D. will offer Olivia travelers customized lesbian-centric workshops and educational **Pleasure Parties™**. The workshops will include everything from *Cruisin' on a Cruise* (Tips and Tricks for Flirting) to *Get Your Buzz Onboard* (How to Choose a Vibrator) and guests will even be able to shop onboard for items featured at the parties.

Said Dr. Carol Queen, "We are thrilled to be working with Olivia. We have always felt that Olivia and Good Vibrations were well-suited for one another. We both believe in empowering women and we share the same sex-positive attitude. We feel certain that the guests will come away from our workshops a little more educated and fully entertained."

"Partnering with Good Vibrations is a natural match for us here at Olivia. We are excited about working with another well-established company that believes in making women's lives a little freer and a lot more fun. Having Dr. Carol Queen onboard our Caribbean Halloween Cruise will add a fun and interactive element to our on board programming — she's such a dynamic presence. Our guests are already clamoring for details about the variety of workshops that will be offered," said Judy Dlugacz, Olivia's Founder and President.

The agreement also includes a custom "Hot Topics" video podcast series: A series of 3-minute educational and entertaining podcasts (interstitials) for in-room entertainment. The series will be hosted by Dr. Carol Queen and will offer sexy tips and tricks for Olivia guests.

Olivia's Caribbean Halloween Cruise will also feature Olivia entertainers Vickie Shaw, Julie Goldman, Elvira Kurt, Vicci Martinez, Von Iva, The Wau Wau Sisters, and Julie Wolf. The cruise sets sail from Tampa and will call on Key West, FL; Belize City, Belize; Santo Tomás de Castilla, Guatemala; and Cozumel, Mexico.

About Olivia Cruises and Resorts

Originally founded as a record label in 1973, San Francisco-based Olivia has evolved into the leader in lesbian cruise and resort vacations and has taken over 100,000 women on vacation since 1990. Olivia is proud to support a number of women's, lesbian and gay, and environmental organizations, including the National Center for Lesbian Rights and Equality California. For more information on Olivia, visit www.olivia.com or call 800.631.6277. For interview requests, contact Tracy Petersen at 415.962.5631 or tracyp@olivia.com

About Good Vibrations

Good Vibrations is the San Francisco-based retailer trusted for more than three decades to provide a comfortable, safe environment for finding sex-positive products and educational materials to enhance one's sex life. Good Vibrations offers its products through its retail stores and website: www.goodvibes.com.

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