

**SHOWTIME NETWORKS INC.
TO LICENSE THE L WORD®APPAREL**

The “L”ements of Style
to benefit
breast cancer research

(New York, NY 12/22/06) – Bringing to life the style and flavor of the popular SHOWTIME original series, *The L Word*®, the network is partnering with a group of top designers to create a collection of limited edition apparel and accessories inspired by the hip and sexy look of the popular drama. The announcement was made by Len Fogge, Executive Vice President, Creative, Marketing, Research & Digital Media for Showtime Networks.

The collection, *The “L”ements of Style*, will be available from January 3 to February 28 and consists of:

Contemporary sportswear from **Laura Dahl**: Laura Dahl offers an exquisite selection of wearable couture, structured for those who appreciate the artistry of attitude with a fashion-forward focus. Cutting-edge American designs with a European sophistication, each distinctive Laura Dahl original is made with passion to carefully showcase the individual spirit which glamour girls just can't resist.

Bags by **TES**: Innovative handbag designer Tali Epstein Segal (TES) is one of the hottest young designers in Israel, hailed as the most promising designer of the year by one of Israel's leading fashion magazines. She began her career in interior design, but soon gravitated toward her true calling as a designer of exquisite handmade leather handbags. A native of Tel Aviv, Segal's beautiful designs combine classic, clean cuts with contemporary styling for a unique collection of handbags, purses, wallets and satchels, all handmade from the highest quality leather.

Jewelry from **Love and Pride**: One of today's most original and exciting jewelry designers, Udi Behr is known for infusing spirituality and emotion into glamorous jewelry that conveys a powerful message. His designs capture the seductive spirit of *The L Word* in bold, beautiful designs. Inspired by the unique characters and unforgettable style of this iconic SHOWTIME series, this limited edition collection of necklaces, bracelets and earrings is a must for every woman with a flair for fashion.

Jeans from **Honey Labrador**: Honey Labrador founded Honey L Designs in 2006 with the goal of creating a broad base of unique designs spanning

fashion, jewelry, fragrance, and licensed products. Her clothing line for this "*The "L"ements of Style*" promotion is the first collection from Honey L Designs.

Denim from **Blue Cult**: Paris born, LA-based, Blue Cult Jeans has created styles that have stood apart in the vast sea of denim for nearly a decade. Blue Cult delivers denim that is intricately detailed with unique stitching and craftsmanship, edge constructed for quality. Blue Cult delivers stylish denim with hand rubbed details to customers around the globe, including an extensive list of celebrities who have followed Blue Cult since its debut in 1999.

Handbag by **Cate Adair**: Cate Adair is the Emmy-nominated Costume Designer for the smash hit series, *Desperate Housewives*. Cate completed formal training in Fashion and Costume Design in her native Britain and has achieved industry-wide acclaim for her extensive design work in feature films, television, and theatre. Her credits include NBC's *The 70's* mini-series, *The District* for CBS, Oprah Winfrey's critically acclaimed *Before Women Had Wings*, the teen hit *I Know What You Did Last Summer*, *Beverly Hills Cop III*, and Dreamworks' *Win a Date with Tad Hamilton*.

The collection will be available at select retailers including **Atrium** (NYC), **Brown Eyed Girl** (San Francisco and Marin, CA,) **Duets** (Nashville), **Ultimo** (Chicago), **Scout and Molly's** (Raleigh and Chapel Hill, NC), **Mitzi & Romano** (Atlanta), **Lulu** (Miami). Other retailers will be added in Los Angeles and Washington, D.C.

The "*L"ements of Style* collection will also be available at www.sho.com/site/lword where an unprecedented virtual fashion show allows visitors to "try on" every item of clothing and accessory in the collection. Viewers can choose the shirt, jeans and accessory they want and watch Honey Labrador walk the runway modeling their selections.

"I'm a big fan of the show and its amazing sense of style," said Love and Pride's Udi Behr. "I designed this collection to reflect what people love about 'The L Word' with jewelry that makes a statement."

"My inspiration for *The "L"ements of Style* comes from this amazing show that has influenced me and my community," said Honey Labrador. *The L Word* truly speaks to all women, with the many challenges they all face in life today. The strength and depth of the women on this show inspired me to create four styles of jeans to represent four very different women: Bette, Shane, Kit and Dana. Ilene Chaiken has developed characters with style, taste and class," she concluded.

A minimum of 10% of sales from the collection will be donated to charity. In addition, select pieces will be sold as numbered limited editions with 100% of profits being donated to two of the leading organizations involved with the fight against breast cancer, The Susan G. Komen Breast Cancer Foundation and the Dr. Susan Love Research Foundation.

Since its premiere in 2004, *The L Word* has become part of American popular culture. On the internet, the show's passionate fan base has launched legions of dedicated fan websites and blogs, and has helped establish a very large web presence for *The L Word*® brand. *The "L"ements of Style* adds to *The L Word* product line which includes branded perfume and jewelry into an area, apparel, that is a natural fit for fans of the show.

Showtime will be promoting these products in a variety of ways, including a nationwide On Demand sweepstakes, a fan "Design-your-own T-shirt contest," auctions at The L Word events, as well as traditional television and newspaper promotion.

The L Word will have its fourth season premiere on January 7, 2007 at 10pm EST/PST on SHOWTIME. It stars Jennifer Beals, Laurel Holloman, Mia Kirshner, Leisha Hailey, Katherine Moennig, Rachel Shelley, Daniela Sea, Dallas Roberts and Pam Grier. Newest editions to the cast include Cybil Shepherd, Marlee Matlin, Janina Gavankar and Rose Rollins. Special guest stars include Rosanna Arquette, Eric Roberts, Bruce Davison, Kristanna Loken and Jane Lynch.

About Showtime

Showtime Networks Inc. (SNI), a wholly-owned subsidiary of CBS Corporation, owns and operates the premium television networks SHOWTIME®, THE MOVIE CHANNEL™ and FLIX®, as well as the multiplex channels SHOWTIME® TOO™, SHOWTIME® SHOWCASE, SHOWTIME EXTREME®, SHOWTIME BEYOND®, SHOWTIME NEXT®, SHOWTIME WOMEN®, SHOWTIME FAMILYZONE® and TMC XTRA. SNI also offers SHOWTIME HD®, THE MOVIE CHANNEL HD™, SHOWTIME ON DEMAND™ and THE MOVIE CHANNEL ON DEMAND™. All SNI feeds provide enhanced sound using Dolby Digital 5.1. SNI is also an owner and manager of SUNDANCE CHANNEL, a venture of NBC Universal, Robert Redford and SNI. SNI also manages Smithsonian Networks, a joint venture between SNI and the Smithsonian Institution. SNI markets and distributes sports and entertainment events for exhibition to subscribers on a pay-per-view basis through SHOWTIME® PPV.

About Love and Pride

Love and Pride is the first high-end designer jewelry collection created especially for the gay and lesbian community. The collection is available at www.loveandpride.com and at select Saks Fifth Avenue locations. Love and Pride offers rings, watches, necklaces, bracelets and more in eye-catching designs for every budget, from \$30 to \$7,000, including the bestselling Queer as Folk and The L Word collections inspired by the groundbreaking SHOWTIME series. Love and Pride was created by Udi Behr, one of today's most exciting and original jewelry designers. His work, sold at Saks, Fortunoff and Macy's has been worn by celebrities from Sharon Stone to Britney Spears. The collective dream of a group of artists and entrepreneurs, Love and Pride is a worldwide venture founded on tolerance, respect, and a continuing belief in the transformative powers of love, peace and hope.

About Blue Cult:

Blue Cult provides stylish denim to customers around the globe, including an extensive list of celebrities who have followed Blue Cult since the beginning. Blue Cult is distributed in high end boutiques and departments stores.

About Laura Dahl

Laura Dahl has taken wearable couture in a totally new direction featuring semi-precious stones, Swarovski crystals and other unexpected details. Each piece represents the union between two important fashion trends: One-of-a kind-design and luxurious indulgence

About Honey Labrador

Honey Labrador founded Honey L Designs in 2006 with the goal of creating a broad base of unique designs spanning fashion, jewelry, fragrance, and licensed products. Honey L Designs' concept of aligning celebrity endorsements with branded products showcases Ms. Labradors' unique 20 years experience in the fashion/entertainment industry

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