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OLIVIA™ UNVEILS FIRST “CRUISE FOR OUR CAUSE” BENEFITING THE DR. SUSAN LOVE RESEARCH FOUNDATION

Special Musical Guests Heart and Auction Co-Chair Chastity Bono Will Help Create a Memorable Experience

SAN FRANCISCO, CA (July 16th, 2007) — For the first time in its nearly 35 year history, Olivia will dedicate an entire cruise experience to help support research in the fight against breast cancer. Guests who travel on Olivia's “Cruise for Our Cause” March 30th – April 6th, 2008, which sails the Caribbean, will participate in raising awareness and funds in the fight against breast cancer.

"Breast cancer is one of the most predominant and fatal diseases plaguing women today. One out of eight women will be diagnosed sometime in their life and this cruise will not only raise funds and awareness to help eradicate breast cancer but it demonstrates the commitment of the lesbian community to fight to improve the lives of all women," said Lisa Henderson General Manager of Olivia.

Olivia will not only donate cash to the Dr. Susan Love Research Foundation, the cruise will include a walk, which will be lead by a lesbian sports celebrity, to raise funds for the Foundation, as well as a "live" auction co-chaired by Chastity Bono. All proceeds from the auction, which will feature items from Melissa Etheridge, Heart and other high-profile celebrities, will go toward the fight to end breast cancer.

"Olivia has always been active in social causes but this is the first time we have dedicated an entire trip experience to celebrating the lives of survivors, lost loved ones and the pursuit of a cure," said Judy Dlugacz President and Founder of Olivia.

"It's a great feeling to be on an Olivia cruise benefiting a foundation that works tirelessly toward a cure," said Chastity Bono. "Many of the women on this cruise will be survivors, many will have experienced loss and many will be here just to celebrate life- that is something I want to be a part of."

Along with a promise to support the fight against breast cancer, Olivia is also proud to announce another first with a performance by legendary female music group Heart.

"Heart not only represents 30 years of women in the music industry, but also musicians who exemplify a commitment to women of all walks of life. This trip is about raising our voices. We cannot think of any female performers with more powerful and timeless voices than Ann and Nancy Wilson to help kick off this unique experience," Henderson said.

In addition to presenting several unique donation opportunities, Olivia promises to deliver an entertaining, relaxing cruise experience that has always been at the foundation of what the company stands for. The onboard programming will include information on the latest health research and medical techniques with panels lead by prominent physicians. There will be a celebration of survivors with a special ceremony and events hosted by business partners of Olivia.

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.

About Dr. Susan Love Research Foundation

The Mission of the Dr. Susan Love Research 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. To learn more about the Dr. Susan Love Research Foundation, visit www.dslrf.org.

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