



NEWS RELEASE

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LPGA STAR ROSIE JONES DEBUTS OLIVIA TRAVEL ENDORSEMENT AT KRAFT NABISCO CHAMPIONSHIP

Deal Marks the First-Ever Gay Company Sponsorship of a Pro Athlete

Rancho Mirage, CA, March 24, 2004 — In a groundbreaking deal representing the first time a gay company has sponsored a professional athlete, Olivia, the premier travel company serving the lesbian and gay community, has signed 13-time LPGA champion Rosie Jones as the centerpiece of its marketing campaign.

The sponsorship campaign will be launched tomorrow at the LPGA Tour's first major of the season, the Kraft Nabisco Championship where Jones will wear a hat and shirt with the Olivia logo. As part of the agreement, Jones will appear in advertising, host trips and make personal appearances on the travel company's behalf. Additionally, Olivia is announcing their first-ever Sportacular resort vacation, which includes Jones and other professional athletes. In November 2004, Olivia will take over an entire resort in Playa del Carmen, Mexico, for a week of sports and fitness.

"When Olivia approached me about this endorsement opportunity, I recognized that the time was right for me, for golf and for society," says Jones, who is gay. "I was a passenger on an Olivia cruise before they hired me. This relationship developed out of respect for the company and their truly superior product and philosophy."

"This is one of the brightest moments in our 30 year history of empowerment and change," said Olivia Founder Judy Dlugacz. "It marks a proud new moment for Olivia, Rosie and our whole community."

"From a marketing point of view, this is an ideal match," said Olivia CEO Amy J. Errett. "Our relationship with Rosie Jones will take the whole company to new levels of visibility and success."

A six-time member of the Solheim Cup Team, Jones earned her way onto the LPGA tour in 1982. She has been a consistent competitor with 13 championships and dozens of top three finishes. In 2003 alone she was the number 1 putter on the tour, won the Asahi Ryokuken International Championship at Mount Vintage Plantation Club in North Augusta, South Carolina, carded a remarkable career-low 62 and reached \$7 million in career earnings.

Founded in San Francisco in 1973, Olivia, the premier travel company serving the lesbian and gay community, reaches more than six million people internationally. Over 70,000 people have traveled with Olivia in the last ten years. The company charters the entire ship or resort bringing world-class entertainment like the indigo girls, k.d. lang, Shawn Colvin and the cast of Showtime's, "The L Word."

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