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TENNIS SUPERSTAR MARTINA NAVRATILOVA SIGNS ENDORSEMENT DEAL WITH OLIVIA TRAVEL

DEAL MARKS FIRST TIME NAVRATILOVA WILL BE ENDORSED BY A LESBIAN/GAY COMPANY

NEW YORK, NY, March 24, 2005 — Olivia, the premier travel and lifestyle company serving the lesbian and gay community, has signed tennis superstar Martina Navratilova to an endorsement deal. This marks the first time a lesbian/gay company has endorsed such a high profile tennis player, as well as the first time Navratilova has been sponsored by a lesbian/gay company.

The sponsorship will launch at the NASDAQ-100 Open in Key Biscayne, Florida beginning March 23, where Navratilova will play her matches while wearing the Olivia logo on her shirt and shorts. As part of the endorsement deal, she will also make personal appearances on behalf of Olivia and appear in company advertising. To celebrate her relationship with Olivia, Navratilova will attend an Olivia-hosted party on Saturday, April 2nd at the Sonesta Beach Resort on Key Biscayne, Florida.

“Martina Navratilova is an international superstar and a household name across the world,” said Olivia CEO Amy J. Errett. “Establishing a relationship with such an incredible figure is a natural fit for Olivia, one of the most recognized and highly regarded brands in the lesbian and gay community.”

“We have always strived to be associated with first class talent,” said Olivia Founder Judy Dlugacz. “Our vacation events feature appearances by women who are top-notch performers, comedians, authors and business leaders, so signing Martina to represent our brand is both a natural progression and a perfect realization of being associated with the most successful, talented and respected women in their fields.”

“I have always admired Olivia as a company,” states Martina Navratilova. “They were groundbreaking in creating vacations for lesbian women where they are free to be themselves when no such option existed. And as I have never wavered in my right to be myself, I feel perfectly in line with Olivia. It’s a great match for where I am in my life right now, and I am proud to be associated with a company that has such an important social mission.”

Martina Navratilova is the second professional athlete to be sponsored by Olivia. In 2004, in a groundbreaking deal, LPGA golfer Rosie Jones became the first professional athlete ever sponsor by a lesbian/gay company.

With 167 singles titles, Martina Navratilova holds more singles titles than any other tennis player in history – male or female. She won at least one WTA Tour event a year for 21 consecutive years and holds 173 doubles titles. Martina has been ranked No. 1 for a total of 331 weeks on nine different occasions during her career and she is tied with Billie Jean King for a record 20 Wimbledon titles. In 2003, at age 46, Martina added to her long streak of Grand Slam titles by winning the mixed doubles title at the Australian Open.

Olivia is the premier travel and lifestyle company serving the lesbian and gay community, hosting over 75,000 people in the last 15 years. Olivia creates one-of-a-kind vacations; fully chartering first rate cruises and resorts, and delivers world-class entertainment like Melissa Etheridge, Wynonna, Indigo Girls, k.d. lang, Shawn Colvin, Mary Chapin Carpenter, Kathleen Madigan and the cast of Showtime's "The L Word." Additionally, Olivia offers a robust and enriching roster of activities, including women's leadership summits, author's expos and film festivals. Recently, Showtime's "The L Word" filmed part of an episode for season two on board an Olivia cruise. Olivia travels to a wide array of destinations, including Antarctica, Galapagos, Tahiti, Greek Isles, Caribbean, Mexico, Alaska, Bahamas, Canada, Italy, Scandinavia and more. San Francisco-based Olivia was founded in 1973, and is today one of the world's most recognized, successful and highly regarded lesbian and gay owned and operated companies. www.Olivia.com

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