



the **L** word®

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SHOWTIME'S "THE L WORD" HITS THE RETAIL RUNWAY

Showtime Pulls Out the Stops on Merchandising Deals for THE L WORD® with Inspired Perfume, Jewelry and Companion Book Heading into the Retail Marketplace as Hit Show Preps for 3rd Season

Online Scriptwriting Contest & E-zine "THE L WORD: A Fan Affair" Enlists Fans to Write Their Own Scenes for a Collaborative Episodic Script

NEW YORK, NY (November XX, 2005) — Reflecting the essence, *au courant* of women's fashion today, **THE L WORD®** has extended its cachet to the retail marketplace with three major merchandising deals and an online fan site agreement.

For the separate, multifaceted merchandising agreements, Len Fogge, Executive Vice President of Marketing for Showtime Networks Inc., is announcing deals with APTOHIA beauty boutique of Fred Segal Los Angeles for **L EAU DE PARFUM**; Udi Behr's *Love And Pride* for **THE L WORD** and **QUEER AS FOLK®** jewelry collections; and Fireside Books, a division of Simon & Schuster, for the companion book, ***THE L WORD: Welcome to Our Planet***.

An agreement has also been struck with growing multimedia company, My2Centences LLC, to create ***THE L WORD: A Fan Affair***, a ground-breaking Internet fan site that will promote a 12-week scriptwriting contest for viewers-turned-aspiring writers. My2Centences LLC will also be publishing and distributing the finished script as part of an *avant garde* electronic magazine (called an "e-zine") dedicated to **THE L WORD**, announced Rob Hayes, Senior Vice President of New Media for Showtime Networks Inc.

The three merchandising deals, sealed and announced by Fogge, signify how **THE L WORD** has made an imprint in the cultural zeitgeist with women who are increasingly watching the hit series. As lauded by *The New York Times*, **L WORD's** ensemble cast of "female friends are more nuanced and plausible than the stick-figure heroines on HBO's 'Sex and the City,'" which is why **THE L WORD** has become a such a universal cultural icon with both women and men.

(more...)

“The fact that three of the nation’s top brands in their respective categories — APOTHIA of Fred Segal Los Angeles, *Love and Pride*, and Simon & Schuster — are linking up with **THE L WORD** speaks volumes of the show’s appeal with upscale viewers and consumers,” said Fogge. Coinciding with the opening of **THE L WORLD’S** third-season telecast run on SHOWTIME starting January TK, 2006, Rochester has the trio of retail products set for consumer rollout in the first quarter of 2006.

L EAU DE PARFUM by APOTHIA

The first spoke of **THE L WORD’S** merchandising campaign begins with the targeted Valentine’s Day rollout of a beautiful, original new fragrance inspired by the sensuality and sensibility of **THE L WORD**, in association with the APOTHIA/Fred Segal boutique in Los Angeles. For over 25 years, APOTHIA of Fred Segal has been the premiere destination for what’s hip, fresh and new in fashion, beauty and lifestyle.

Created by Ron Robinson of APOTHIA, along with the design team, Through Smoke Creative, **L EAU DE PARUM** is a fragrance inspired by **THE L WORD’S** charismatic and beautiful cast of characters — Jennifer Beals, Laurel Holloman, Mia Kirshner, Katherine Moening, Erin Daniels, Leisha Hailey, Pam Grier, Sarah Shahi, and Rachel Shelley — representing the essence of feminism and lesbian chic in the groundbreaking series.

The deal includes retail placement at the APOTHIA/Fred Segal Los Angeles fragrance boutique, as well as placement in a network of prestige retailers nationally. Currently, APOTHIA fragrances and aromatic candles are carried in high-end retailers such as Barneys New York, Gumps-San Francisco, Louis-Boston, 4510-Dallas and many others. As one of the quintessential, most popular boutiques in Los Angeles, APOTHIA/Fred Segal also has online presence at www.APOTHIA.com.

"This is such an exciting partnership and one that will be truly exceptional, it is a unique blend of two art forms," said Robinson. "This fragrance will be fashionable, stylish and upscale and will fit right in with our other directional fragrances, *IF* and *VELVET ROPE*. We will also engage the loyal viewers of the show in the design process through our websites, that’s revolutionary!"

Love and Pride Jewelry Collections

An exclusive licensing agreement has also been completed with renowned designer Udi Behr’s *Love And Pride* jewelry collection, which will be releasing **THE L WORD®** and **QUEER AS FOLK®** jewelry lines in February 2006. Dubbed “The Activist” by the fashion press, Behr’s bold and original jewelry designs — specifically tailored for the lesbian and gay communities — have been worn by such celebrities as Sharon Stone and Britney Spears, featured at the Academy Awards® Oscar® telecasts, and sold at Saks Fifth Avenue and on its own interactive e-commerce website www.loveandpride.com.

The components of the licensing agreement will include joint advertising of the two shows and jewelry on *Love And Pride’s* e-commerce website; production of DVD commercials; print advertising in both gay and mainstream media; promotional events at gay community venues; and a dedicated public relations campaign.

When asked what will differentiate the new **L WORD** and **QUEER AS FOLK** jewelry collections, Behr said: “Made in Italy, using the finest gemstones and precious metals, the jewelry is designed to appeal to the self-purchase consumer incorporating the wit and style of the TV shows that inspire it. At its core will be a group of commitment bands, along with style-forward jewelry for women and men. As a pioneer in marketing jewelry to the gay community, we feel it is a perfect fit to partner with Showtime – a pioneer in producing TV shows presenting an entertaining gay lifestyle.”

“THE L WORD: Welcome to Our Planet” Book

Set to be published by Fireside for release in March 2006 in book stores nationwide (Fireside/Simon and Schuster; ISBN 0-7432-9133-6; \$16.00), **THE L WORD: Welcome to Our Planet**, the official companion book to the provocative hit series, comes from author Kera Bolonik. Bolonik was the author of the *New York Magazine* cover feature “Not Your Mother’s Lesbians,” which brilliantly launched season-one of **THE L WORD** making her the ideal author for the definitive book. Bolonik’s essays, features, profiles and reviews have appeared in *The New York Times*, *Glamour*, *Salon*, and *The Nation*, among others.

THE L WORD: Welcome to Our Planet will include an introduction by the show’s creator and executive producer, Ilene Chaiken, an episode guide, and all new interviews with the cast, crew, and creators. The book will also include over 200 color photographs from the show, many of which have never been seen before.

Simon & Schuster marketing support will include outdoor advertising in New York’s Times Square.; Infinity Radio promotional giveaways; online promotion at www.simonsays.com; prominent placement at national book retailers; and print advertising in *Time Out NY* and *Time Out LA*, among other national print, radio and television placement.

“THE L WORD: A Fan Affair” Online Contest & E-zine Fan Site

My2Centences exploded onto the Internet “fanzine” space with **“The Potter Project,”** an online scriptwriting contest tied to the “*Harry Potter*” movie series, and is now making **“THE L WORD: A Fan Affair”** its breakthrough entry into the TV series contest/fan site arena.

The online fan fiction event for **THE L WORD** will be a 12-week process where online users will submit their version of a scene as part of an episodic storyline, and then other users will vote each week on their favorite posted scene. After a winner is chosen, the next week will start with a new set of plot-point and

character guidelines — coming from an **L WORD** staff writer — for a new scene to be crafted by the online contestants following the same process. At the end of the 12 weeks, all of the scenes — each coming from different “winning,” aspiring writers — will be melded and polished into the equivalent of an original episode written by fans of the show.

THE L WORD: A Fan Affair scriptwriting contest and “e-zine” fan site will be powered by **FanLib**[®], a patented software technology and Web administration tool designed to automate the contest script submission and voting processes. Creating an online contest system My2Centences bills as “*American Idol*’ for written [script] material,” **FanLib** technology will allow **THE L WORD: A Fan Affair** to be a “mass-market” event for online computer users to “collaborate democratically on story scenes and scripts in a fun online game that creative professionals will control” at **THE L WORLD** and Showtime Networks.

“Given that the online traffic for **THE L WORD** is among the most robust of our SHOWTIME series properties, particularly among women, this is a great way to also energize the online community about season-three of the series” debuting in January 2006, said Hayes. “We’ve also found that online users are traditionally driven to writing creative suggestions to bulletin boards and Internet blogs, so this contest could be a really fun outlet for them to participate in the shaping of a show’s episodic and character arcs.”

My2Centences, co-founded by screenwriter-director-producer Craig Singer (“*Dead Dogs Lie*,” “*A Good Night to Die*”) and former Yahoo! executive Chris Williams, says it has been tested and proven **FanLib** in a series of “public preview” events, such as “*The Potter Project*” online contest. Driven primarily by word-of-mouth, with negligible marketing support, the eight-week event logged over 125,000 visitors generating more than 100 million page-views. Traffic for the host site increased 398 percent, 13,000-plus contest submissions were received, and over 45,000 votes were cast.

About THE L WORD®

THE L WORD is the intimate stories about the lives and loves of lesbian couples, and their friends of differing lifestyle preferences in Los Angeles. The show follows a group of friends — both gay and straight — through stories of career, family, inner struggle, friendship and romantic relationships. Starring in the series are Jennifer Beals, Laurel Holloman, Mia Kirshner, Katherine Moening, Erin Daniels, Leisha Hailey, Pam Grier, Sarah Shahi, and Rachel Shelley.

Created by Ilene Chaiken and Kathy Greenberg & Michelle Abbott, **THE L WORD** is executive produced by Chaiken, through her production company Posse Productions, Inc. Steve Golin and Larry Kennar as serve as Executive Producers. **THE L WORD** is being distributed internationally by MGM International Television Distribution, Inc.

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For quick, easy-to-access episodic photo art from **THE L WORD®**, please download it electronically at the following SHO.com Press Site link below:

<http://www.sho.com/pressonline>

UserName: **pressonline**

Password: **showtime**

About Showtime Networks Inc.

Showtime Networks Inc. (SNI), a wholly owned subsidiary of Viacom Inc., 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™. SNI also is an owner of the premium television network SUNDANCE CHANNEL®, which is a venture between NBC Universal, Robert Redford, and Showtime Networks Inc. All SNI feeds provide enhanced sound using Dolby Digital 5.1. SNI markets and distributes sports and entertainment events for exhibition to subscribers on a pay-per-view basis through SHOWTIME® PPV. Additionally, the advertiser-supported television network SHOWTIME is available in Turkey through a joint venture with UK-based Zone Vision.

About Fireside/Simon & Schuster

Simon & Schuster, part of the entertainment operation of Viacom Inc., is a global leader in the field of general interest publishing, dedicated to providing the best in fiction and nonfiction for consumers of all ages, across all printed, electronic, and multimedia formats. Its divisions include the Simon & Schuster Adult Publishing Group, Simon & Schuster Children’s Publishing, Simon & Schuster Audio, Simon & Schuster Online, and international companies in Australia, Canada, and the United Kingdom. For more information, visit our website at www.simonsays.com.

About APOTHIA/Fred Segal

Derived from the words Apothecary and Utopia, **APOTHIA** evokes images of serenity and beauty with an old world sensibility. Product presentation is dramatic, in a well-displayed environment. With comfortable access, **APOTHIA** is a full stock of illustrious, fashion-forward, must-have brands. From fragrance and cosmetics to candles and hair accessories, customers are invited to touch, feel and experience the wonderful world of **APOTHIA**. Ron Robinson, proprietor and resident beauty talent scout, is known for his ability to discover “the next big thing.” Known as a breeding ground for new beauty lines, **APOTHIA** continues to discover those brands, which today are mainstays of every major store across the globe. Today, **APOTHIA** has expanded to two locations: one at Fred Segal Melrose and the other at Brentwood Gardens, along with a website. For more information, please visit www.apothia.com.

About Love And Pride

Launched in April of 2005, Love And Pride is the first fine jewelry company in the United States to create and market products expressly for the gay and lesbian consumer. The vision of internationally acclaimed designer, Udi Behr, the jewelry is made in Italy using the finest materials. Targeted to style-forward men and women, it is available on the interactive, e-commerce website www.loveandpride.com and at select fine jewelry stores in a wide price range making it an affordable luxury.

About My2Centences

My2Sentences management has extensive experience in the Internet and entertainment industries. Co-founder and CEO, Chris Williams, was a key early executive at Yahoo!, instrumental in developing new markets generating \$300

million in revenue. David B. Williams, head of development, is an established leader in digital media, best known as creator of the cross-platform SHOWTIME presentation WhirlGirl®. Co-Founder Craig Singer is an award-winning writer-director of feature films.

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