

You can have the **Last Word**

We all agree – it sucks bidding farewell to our favorite Los Angeles lesbians. The final episode left us itching for a better send-off, and we're desperately trying to find some way to commemorate the ground-breaking series in the fashion our lovely ladies deserve.

We have the perfect answer. Slip into pieces from the exclusive "*L"ements of Style Collection* designed by Laura Dahl for Showtime. In case you were living under a rock and never got wind of this ground-breaking partnership, we've included the official press release below.

One thing is for sure – you'll look gorgeous in these exclusive, limited edition pieces. So, if you want to channel your favorite character and hold onto a piece of history, get your hands on these styles today. They're sure to make your weekly drama addiction easier to kick.

Available at www.lauradahl.com/shop exclusively to L Word fans. Quantities are very limited. All items are guaranteed authentic and come with the original Showtime Lements of Style tag. Sorry, no returns or exchanges (you wouldn't try to return a signed Janis Joplin album would you?).

Official Press Release:

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.

The collection will be available at select retailers including **Atrium** (NYC), **Fred Segal** (LA), **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).

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 the characters walk the runway modeling their selections.

“My inspiration for *The “L”ements of Style* comes from this amazing show that has had such a profound influence on the community,” said Laura Dahl. *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 was the great inspiration behind each of the styles designed. Ilene Chaiken has truly developed rich characters that all share a passion for 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.

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 are 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 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. Her creations are wearable and transformable, giving each woman the tools to create her own personal style.