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# Marathon Projects Ltd.

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## Playboy Lingerie Line to be Revealed on Valentine's Day

(Midland Park, NJ - August, 2008) This February 14, Playboy Enterprises will unveil a new sophisticated and sexy lingerie collection, Playboy Intimates White Label, in the USA, Canada and Puerto Rico.

Panties Plus, a worldwide manufacturer of intimate apparel based in New York City, was recently awarded the license to distribute Playboy Intimates White Label in department stores. Marathon Projects, a NJ based licensing agency helped broker the deal. Panties Plus products are sold in over 30,000 retail locations throughout the U.S. and Canada. The company focuses on intimate apparel for the junior, missy and full-figure markets.

“Intimate apparel is an extremely important part of our licensing business and brand identity,” says Adrianna Chinnici, vice president of global licensing, Playboy Enterprises. “Experts in lingerie design, Panties Plus is the right partner to develop a cutting-edge collection and establish Playboy lingerie as a fashionable brand at retail.”

“We are excited to be partnering with Playboy to bring White Label Intimates to market,” stated Abe M. Hanan, CEO, Panties Plus, Inc. “This is the perfect time to introduce the new collection; to build a faster turning business, many department stores are in the process of diversifying their product offering to include trend-driven lines that are sexy yet sophisticated. We are looking forward to debuting the collection at Lingerie Americas in New York,” added Mr. Hanan.

The new intimates' line, expected to include bras, panties, corsets, bodysuits and sleepwear in silk, satin and lace fabrics, will range from \$15 to \$78. Playboy Enterprises' licensed products currently generate more than \$850 million in retail sales in over 150 countries. The company's products include men's and women's fashion apparel and accessories, underwear, swimwear, footwear and cosmetics, as well as home furnishings and entertainment offerings.