



Playboy Launches “The Great Playmate Search” — A Global Digital Casting Call for Both the 2026 Playmate and Inside Cover

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LOS ANGELES, Aug. 04, 2025 (GLOBE NEWSWIRE) -- Playboy, Inc. (Nasdaq: PLBY) (the “Company” or “Playboy”), a leading pleasure and leisure lifestyle company and one of the most recognizable and iconic brands in the world, today announced the launch of “The Great Playmate Search,” a global digital casting call to identify the 2026 Playmate of the Month and inside cover star as part of the brand’s highly anticipated relaunch of *Playboy* magazine. This marks the return of one of Playboy’s most celebrated traditions — the Playmate of the Month — with a fully digital, fan-engaged competition designed to give women around the world the opportunity to join Playboy’s legacy.

Beginning today, aspiring creators can register at [Playboy.com](https://playboy.com) to apply, with registration open for eight weeks. After the submission period, contestants will be voted on by their fans, with the final 50 advancing to appear before a panel of judges selected by Playboy. Some of Playboy’s most notable legacy playmates will be featured judges, including **Shanna Moakler, Daphnée Duplaix, Summer Altice, Brande Roderick, and Gillian Nation**, as well as a celebrity photographer. Fans can begin voting for their favorite contestant on October 1st, with one free vote per day, as well as additional paid voting options to boost contestant visibility ahead of the Judges’ Round. Fans who participate in rounds of additional paid voting will unlock exclusive content from their favorite contestant.

Two winners will be selected from the competition. The Playmate Pictorial Competition winner will be featured as Playmate of the Month in the Spring 2026 issue of *Playboy*, with a full pictorial photographed by a celebrity photographer, as well as inclusion in the official 2027 *Playboy* Calendar. The winner will also receive a \$25,000 cash prize and a prize package that includes an all-expenses-paid professional photoshoot, one year of premium [Honey Birdette](https://honeybirdette.com) lingerie (a new set each month), signature modeling opportunities with Playboy partners including Honey Birdette, Playboy Shop, and PSD, and the creation of a personal signature PSD collection featuring a dedicated photoshoot, name and photo on a signature product, 10% royalties on all units sold, and placement across PSD’s network channels. The Playmate Pictorial winner will also receive VIP access to PSD events. In addition, 20 runners-up will each receive a \$350 Honey Birdette lingerie set.

The second competition, the Inside Cover Competition, will award the winner a feature on the inside cover of an upcoming issue of *Playboy*, also shot by a celebrity photographer. This winner will receive a \$15,000 cash prize and a prize package that includes an all-expenses-paid photoshoot, one year of Honey Birdette lingerie (12 premium sets), modeling opportunities with Playboy partners, a personal signature PSD collection with royalties on all sales, and exclusive VIP event access. Twenty runners-up in this competition will also receive a \$350 Honey Birdette lingerie set.

FOR MORE INFORMATION ABOUT THE GREAT PLAYMATE SEARCH:

Savi – Claire O’Connor – claire@wearesavi.com

INVESTOR CONTACT:

FNK IR – Rob Fink / Matt Chesler, CFA – investors@playboy.com

About Playboy Inc.

Playboy is a global pleasure and leisure company connecting consumers with products, content, and experiences that help them lead more fulfilling lives. Playboy is one of the most recognizable brands in the world, with products and content available in approximately 180 countries. Playboy’s mission—to create a culture where all people can pursue pleasure—builds upon over 70 years of creating groundbreaking media and hospitality experiences and fighting for cultural progress rooted in the core values of equality, freedom of expression and the idea that pleasure is a fundamental human right. Learn more at <https://investors.playboy.com/>.

Forward-Looking Statements

This press release includes “forward-looking statements” within the meaning of the “safe harbor” provisions of the United States Private Securities Litigation Reform Act of 1995. The Company’s actual results may differ from their expectations, estimates, and projections and, consequently, you should not rely on these forward-looking statements as predictions of future events. Words such as “expect”, “estimate”, “project”, “budget”, “forecast”, “anticipate”, “intend”, “plan”, “may”, “will”, “could”, “should”, “believes”, “predicts”, “potential”, “continue”, and similar expressions (or the negative versions of such words or expressions) are intended to identify such forward-looking statements. These forward-looking statements include, without limitation, the Company’s expectations with respect to future performance, growth plans and anticipated financial impacts of its strategic opportunities and corporate transactions.

These forward-looking statements involve significant risks and uncertainties that could cause the actual results to differ materially from those discussed in the forward-looking statements. Factors that may cause such differences include, but are not limited to: (1) the inability to maintain the listing of the Company’s shares of common stock on Nasdaq; (2) the risk that the Company’s completed or proposed transactions disrupt the Company’s current plans and/or operations, including the risk that the Company does not complete any such proposed transactions or achieve the expected benefits from any transactions; (3) the ability to recognize the anticipated benefits of corporate transactions, commercial collaborations, commercialization of digital assets, cost reduction initiatives and proposed transactions, which may be affected by, among other things, competition, the ability of the Company to grow and manage growth profitably, and the Company’s ability to retain its key employees; (4) costs related to being a public company, corporate transactions, commercial collaborations and proposed transactions; (5) changes in applicable laws or regulations; (6) the

possibility that the Company may be adversely affected by global hostilities, supply chain delays, inflation, interest rates, foreign currency exchange rates or other economic, business, and/or competitive factors; (7) risks relating to the uncertainty of the projected financial information of the Company, including changes in the Company's estimates of cash flows and the fair value of certain of its intangible assets, including goodwill; (8) risks related to the organic and inorganic growth of the Company's businesses, and the timing of expected business milestones; (9) changing demand or shopping patterns for the Company's products and services; (10) failure of licensees, suppliers or other third-parties to fulfill their obligations to the Company; (11) the Company's ability to comply with the terms of its indebtedness and other obligations; (12) changes in financing markets or the inability of the Company to obtain financing on attractive terms; and (13) other risks and uncertainties indicated from time to time in the Company's annual report on Form 10-K, including those under "Risk Factors" therein, and in the Company's other filings with the Securities and Exchange Commission. The Company cautions that the foregoing list of factors is not exclusive, and readers should not place undue reliance upon any forward-looking statements, which speak only as of the date which they were made. The Company does not undertake any obligation to update or revise any forward-looking statements to reflect any change in its expectations or any change in events, conditions, or circumstances on which any such statement is based.