Playboy Launches the 2026 Great Playmate Search, a Social Casting Call to Find Its Next Playmate

October 19, 2026

The winner will receive $25,000, a 12-page magazine feature, and a photoshoot with renowned Playboy photographer Ana Dias

MIAMI BEACH, Florida--(BUSINESS WIRE)--Oct. 19, 2026-- Playboy, Inc. (NASDAQ: PLBY) (the "Company" or "Playboy"), the aspirational lifestyle brand, announced the launch of the **2026 Great Playmate Search**, a nationwide digital casting call giving aspiring talent the opportunity to become Playboy's next Playmate. The competition combines public voting with a final judging round of Playboy experts and advisors, inviting women across the country to join one of the brand's most celebrated traditions.

Building on Playboy's legacy of discovering new talent—from Pamela Anderson to Anna Nicole Smith and beyond—The Great Playmate Search gives a new generation of women the opportunity to share their individuality, connect with fans, and earn the lifelong title of Playboy Playmate. Last year's search—which saw 1.7 million votes for over 17,000 of contestants—discovered Miss February **Lauren Summer**, and Inside Cover winner **Ines Trocchia**. This year, Summer returns to help select the next woman to join that legacy.

"Being a part of *Playboy*'s history changed my life," Summer said. "I am honored to be joined by so many incredible women who have shared the title of Playmate—and it's been an incredible journey to help build the next chapter of Playboy's iconic legacy."

Beginning October 16, aspiring Playmates can register for free at contest.playboy.com, with registration open through November 20. The competition is open to women ages 18 and older residing in the United States, subject to the official contest rules.

Once registered, contestants will receive a personal link to share with their communities, inviting fans to vote and help them advance. Voting will begin as contestant groups fill and continue through December 28 across multiple rounds, including wildcard opportunities. The remaining finalists will advance to a judged final round in late December.

The confirmed judging panel includes **Miss February 2026 Lauren Summer; Playboy's Chief Brand Officer and Editor-in-Chief Phillip Picardi; 2026 Playmate of the Year Mahina Florence; and renowned Playboy photographer Ana Dias.** Together, they bring perspectives from across Playboy's talent, editorial, and creative community to the selection of the winner.

The grand prize winner will receive $25,000 in cash, the lifelong title of Playboy Playmate, a 12-page feature in Playboy's print magazine, and a photoshoot with Ana Dias.

Second- and third-place finishers will each receive an individual profile on Playboy.com and a dedicated post on Playboy's social channels. Fourth- through tenth-place finishers will receive a Playboy Instagram Story feature, and all top 10 finishers will receive a complimentary one-year Playboy digital subscription.

Fans can meet the contestants and vote at contest.playboy.com, with updates available across Playboy's social channels and on Playboy.com. The search gives audiences a direct role in helping discover the next Playmate, with Playboy's judging panel making the final selection.

For more information, to enter, and to view the official contest rules, visit contest.playboy.com.

About Playboy, Inc.

Playboy is a global pleasure and leisure company, built on one of the most globally recognized brands. By leveraging its iconic intellectual property, Playboy pursues an asset-light model across licensing, digital content, consumer products, and experiential offerings, helping consumers worldwide to live more fulfilling lives. To learn more, please visit https://playboy.com and 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, 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, tariffs, 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 high concentration of licensing revenue from a small number of licensees; (12) the Company's ability to comply with the terms of its indebtedness and other obligations; (13) changes in financing markets or the inability of the Company to obtain financing on attractive terms; and (14) 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.

View source version on businesswire.com: https://www.businesswire.com/news/home/20261015304580/en/

Investor Relations Contact:
Lucas A. Zimmerman
Managing Director
MZ Group - MZ North America
+1 (949) 259-4987
PLBY@mzgroup.us or investors@playboy.com

Media Contact:
Playboy@ledecompany.com

Source: Playboy, Inc.