

# PLBY GROUP™

## Playboy launches new NFT project, Rabbitors

October 20, 2021

**The lagomorphic-themed civilization of 11,953 non-fungible rabbits takes inspiration from Playboy's iconography and heritage and launches reimagined Playboy Club**

LOS ANGELES, Oct. 20, 2021 (GLOBE NEWSWIRE) -- PLBY Group, Inc. (NASDAQ: PLBY) ("PLBY Group"), owner of Playboy, the iconic lifestyle brand, today unveiled its newest collection of NFTs: [Playboy Rabbitors](#). Paying homage to its founding year 1953, Playboy will release 11,953 unique Rabbitors, 3D rabbit characters, in NFT form. Inspired by Playboy's iconography, heritage, and lore, each Rabbitor will possess unique traits - some more rare than others - and will serve as keys to a reimagined Playboy Club, giving owners access to benefits like special members-only events, merchandise, artwork, and exclusive artist collaborations.

The Rabbitors were created by Playboy's dedicated Web3 Innovation team, in partnership with Possible Studios and WENEW, the art studio and blockchain technology company co-founded by Michael Winklemann and Michael Figge – with the goal of creating a fun and valuable world for both new and experienced members of the NFT community. In the context of the metaverse, the Rabbitors are NFTs that live on the Ethereum Blockchain as ERC-721 tokens hosted on IPFS (better known as the InterPlanetary File System—the metaverse's decentralized file storage system).

As the mythology goes, the Rabbitors are a rare species of rabbit known for their extraordinary speed, cultural sophistication, razor-sharp wit, inimitable intellect, fantastic fashion sense, and in some cases, sexual prowess. Each Rabbitor is generated from 175+ possible traits, including fur, facial features, ears and headwear, apparel, accessories, occupation-related characteristics, and more. Playboy iconography is woven throughout the collection, and some of the rarest Rabbitors and Rabbitor traits are inspired by significant aspects of Playboy's art and editorial history.

*"Distributed ledger technology is revolutionizing how fans and consumers interact with brands today. At Playboy, we're committed to moving out of the era of merely acquiring followers and into an era of building thoughtful communities where each member has a voice. Our goal is to deliver meaningful opportunities for ownership and unique value. The Rabbitors mark the beginning of true blockchain-based membership for Playboy. Just as Playboy Club keys gave millions of members a chance to step into the sophisticated lifestyle that the Playboy brand represents, NFTs today can do the same and so much more."* - Jamal Dauda, VP, Blockchain Innovation

*"Playboy has a nearly 70-year history in groundbreaking contemporary art, art direction and graphic design and it all started with a playful, sophisticated rabbit, otherwise known as the Playboy Rabbit Head logo. So when it came to visualizing the Rabbitor world, our goal was to pay homage to our legacy in the arts while tapping into the spirit of innovation upon which it was built to create something entirely new and special for the NFT community. Some of the rarest Rabbitors are inspired by iconic moments in Playboy's art and editorial history, and nods to Playboy heritage and iconography are woven throughout the collection so that every collector can have a piece of the Playboy brand in their MetaMask wallet."* - Liz Suman - VP Art Curation & Editorial

Playboy views blockchain as a new technology layer to expand the ways consumers can interact with the Playboy lifestyle and as a key tool for building Playboy's new membership offerings. Playboy entered the world of NFTs and blockchain technology in the Spring of 2021 with its genesis NFT drop called [Liquid Summer](#): a collection of digital artworks created in collaboration with the artist Slimesunday. The first drop was distributed on Nifty Gateway and sold out in under 3 minutes. Since then, Playboy has continued expanding in the world of NFTs, blockchain and Web3 through collaborations with artists such as Shantell Martin, art drops on SuperRare, Metaverse events in Decentraland and with an NFT artist grant program in partnership with the Sevens Foundation. This September, Playboy launched its dedicated Discord server called 'The Rabbit Hole' to deepen engagement and discourse with the NFT community. Playboy is hosting a series of weekly talks curated by Playboy's VP of Blockchain Innovation, Jamal Dauda, in conversation with leading voices in the NFT community.

Playboy Rabbitors will be available for purchase for 0.1953 Ethereum on the official [Playboy Rabbitor site](#) using crypto or U.S. dollars (USD) via three different sales: A pre-sale for whitelisted Eth-paying collectors will take place Sunday, October 24th-Tuesday, October 26th. The public sale for Fiat/USD-paying collectors will take place Tuesday, October 26th (following the end of the whitelist sale). The public sale for Eth-paying collectors will take place Wednesday, October 27th. All collectors will need an Ethereum wallet regardless of whether they are paying with Ethereum or USD. Eth whitelisted collectors may purchase up to two Rabbitors during the pre-sale. Collectors may purchase up to 10 Rabbitors during each of the two public sales. Complete instructions for how to reserve and purchase a Rabbitor can be found in the "How do I get a Rabbitor?" section of the official [Playboy Rabbitor site](#).

Visit Playboy Rabbitors at: <https://playboyrabbitors.com/>

Follow Playboy's NFT social channels here:

Discord: <https://discord.gg/playboy-rabbit-hole>

Twitter: <https://twitter.com/PLBYRabbitors>

IG: @PlayboyNFTs

### 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. PLBY Group'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

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Images courtesy of Playboy

limitation, PLBY Group's expectations with respect to future performance, growth plans and anticipated financial impacts of PLBY Group's recent business combination, its acquisitions, and commercial collaborations.

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 impact of COVID-19 pandemic on PLBY Group's business, acquired businesses and commercial collaborations; (2) the inability to maintain the listing of PLBY Group's shares of common stock on Nasdaq; (3) the risk that the business combination, recent acquisitions or any proposed transactions disrupt PLBY Group's current plans and operations, including the risk that PLBY Group does not complete any such proposed transactions or achieve the expected benefits from them; (4) the ability to recognize the anticipated benefits of the business combination, acquisitions or commercial collaborations which may be affected by, among other things, competition, the ability of PLBY Group to grow and manage growth profitably, and retain its key employees; (5) costs related to the business combination, acquisitions, commercial collaborations and proposed transactions; (6) changes in applicable laws or regulations; (7) the possibility that PLBY Group may be adversely affected by other economic, business, and/or competitive factors; (8) risks relating to the uncertainty of the projected financial information of PLBY Group; (9) risks related to the organic and inorganic growth of PLBY Group's business and the timing of expected business milestones; and (10) other risks and uncertainties indicated from time to time in PLBY Group's annual report on Form 10-K, including those under "Risk Factors" therein, and in PLBY Group's other filings with the Securities and Exchange Commission. PLBY Group 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. PLBY Group 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.

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