



FOR IMMEDIATE RELEASE

PENTHOUSE SWIMWEAR LINE TO LAUNCH IN MARCH 2007

Penthouse Media Group Partners with Diva Bikinis to Unveil New Swimwear Collection

(Los Angeles, CA - January 10, 2007) Penthouse Media Group Inc., in an exclusive partnership with Planet One Holdings, Inc. dba Diva Bikinis, will be launching a new Penthouse swimwear product line in March of 2007. The bathing suits, which are being created and designed by members of the Penthouse creative team and Diva Bikini designers, will feature stunning and sexy micro bikinis and one-piece swimsuits in various patterns, colors and fashion-forward textures including some embellished with Swarovski crystals.

"We are so very pleased to have forged this partnership with Penthouse Media Group to produce a line of unique swimwear that is as sexy as the Penthouse Pets themselves. We are also excited about the endless opportunities for cross promotion that will be developed by the addition of a line of swimwear for Penthouse," says Joseph Isaacs, President of Diva Bikinis.

Diva Bikinis will manufacture and distribute the Penthouse Swimwear line in the United States via specialty retailers, and online globally through www.divabikinis.com. The line will be available for purchase in March 2007. The Penthouse Swimwear collection will be available in Penthouse Boutique stores, online at www.penthouseswimwear.com, in Penthouse Magazine and at specialty retailers. Merchandise will also be seen on Penthouse Pet models appearing in the magazine and at promotions and events nationwide.

"We are very happy to have entered into this agreement with Joseph Isaacs and Diva Bikinis," says Penthouse Media Group's (PMGI) President of Licensing, Mark Rudolph. "We will combine our respective strengths to provide a sexy quality line of swimwear to beautiful young women. We are confident that our combined marketing strengths along with the Penthouse brand will make the Penthouse Swimwear line a highly lucrative and popular licensing partnership."

About Penthouse Media Group Inc.

Penthouse Media Group Inc. is an international, multimedia entertainment company that is globally recognized as one of the premier brands in adult entertainment and publishes one of the most widely circulated groups of men's lifestyles publications. Originally founded in 1965 by Bob Guccione, the company also operates numerous entertainment websites including, www.penthouse.com provides adult video entertainment and a broad array of products and services via its numerous licensees.

About

Diva

Bikinis

Diva Bikinis (www.divabikini.com) is a Tampa Bay, Florida company, created in 2002 that manufactures a line of stunning high quality micro bikinis, micro string bikinis, Brazilian bikinis and beach accessories for women around the globe. The bikini turned 60 in 2006 and our motivation to provide a line of superior micro thong bikinis for the benefit of women and their admirers continues.

For more information, or to request high-resolution images, or to schedule an interview, please contact:

Media Contact For Penthouse Media Group Inc.

Kathleen Berzon

561.912.7034 or: kberzon@pmgi.com

Media Contact For Diva Bikinis

Joseph Isaacs. President

866-678-DIVA or: bikinis@divibikinis.com

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