

HEFNER CHRISTIE
Form 4
March 24, 2003
SEC Form 4

FORM 4 ☐ Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).	UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549 STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940	OMB APPROVAL OMB Number: 3235-0287 Expires: January 31, 2005 Estimated average burden hours per response: 0.5	
1. Name and Address of Reporting Person* Hefner, Christie (Last) (First) (Middle) c/o Playboy Enterprises, Inc. - Howard Shapiro 680 North Lake Shore Drive (Street) Chicago, IL 60611 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol Playboy Enterprises, Inc. PLA and PLA A 3. I.R.S. Identification Number of Reporting Person, if an entity (voluntary)	4. Statement for (Month/Day/Year) 03/21/2003 5. If Amendment, Date of Original (Month/Day/Year)	6. Relationship of Reporting Person(s) to Issuer (Check all applicable) ☒ Director ☐ 10% Owner ☒ Officer (give title below) ☐ Other (specify below) Description <u>Chairman and Chief Executive Officer</u> 7. Individual or Joint/Group Filing (Check Applicable Line) ☒ Form filed by One Reporting Person ☐ Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4, and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	A/D	Price			
Class B - Common Stock	03/21/2003		S		2,518	D	\$9.00		D	
Class B - Common Stock	03/21/2003		S		1,259	D	\$9.06	316,740	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative	2. Conversion or	3. Transaction	3A. Deemed	4. Transaction	5. Number	6. Date Exercisable (or)	7. Title and Amount of	8. Price of	9. Number of Derivative	10. Owner-	11. Na
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Security (Instr. 3)	Exercise Price of Deri- vative Security	Date (Month/ Day/ Year)	Execution Date, if any (Month/ Day/ Year)	Code (Instr.8)		of Derivative Security		and Expiration Date (ED)		Underlying Security (Instr. 3 and 4)		Derivative Security (Instr.5)	Securities Beneficially Owned Following Reported Transaction(s) (Instr.4)	ship Form of Deriv- ative Securities: Direct (D) or Indirect (I) (Instr.4)	Be O (In
				Code	V	A	D	DE	ED	Title	Amount or Number of Shares				

Explanation of Responses:

By:
/s/ Christie Hefner

Date:
03/24/2003

** Signature of Reporting Person

SEC 1474 (9-02)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
 ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
 Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.
 Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.