

PLAYBOY ENTERPRISES INC
Form DEFA14A
March 31, 2009

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549
SCHEDULE 14A**

Proxy Statement Pursuant to Section 14(a) of the Securities
Exchange Act of 1934 (Amendment No.)

Filed by the Registrant ☐

Filed by a Party other than the Registrant ☐

Check the appropriate box:

- ☐ Preliminary Proxy Statement
- ☐ **Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
- ☐ Definitive Proxy Statement
- ☐ Definitive Additional Materials
- ☐ Soliciting Material Pursuant to §240.14a-12

Playboy Enterprises, Inc.

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- ☐ No fee required.
- ☐ Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.
 - (1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

- Fee paid previously with preliminary materials.
- Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid:

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:

PLAYBOY ENTERPRISES, INC. Shareholder Meeting to be held on 5/13/09 ** IMPORTANT NOTICE
** Proxy Materials Available Regarding the Availability of Proxy Materials Notice and Proxy Statement
Annual Report You are receiving this communication because you hold shares in the above company, and
the materials you should review before you cast your vote are now available. This communication
presents only an overview of the more complete proxy materials that are available to you on the Internet.
We encourage you to access and review all of the important information contained in the proxy materials
before voting. PROXY MATERIALS VIEW OR RECEIVE You can choose to view the materials online
or receive a paper or e-mail copy. There is NO charge for requesting a copy. Requests, instructions and
other inquiries will NOT be forwarded to your investment advisor. To facilitate timely delivery please
make the request as instructed below on or before 4/29/09. *PLAYBOY ENTERPRISES, INC. C/O*
AMERICAN STOCK TRANSFER & TRUST COMPANY, LLC HOW TO VIEW MATERIALS VIA THE
INTERNET 6201 15TH AVENUE BROOKLYN, NY 11219 Have the 12 Digit Control Number available
and visit: www.proxyvote.com HOW TO REQUEST A COPY OF MATERIALS 1) BY INTERNET
www.proxyvote.com 2) BY TELEPHONE 1-800-579-1639 3) BY E-MAIL*
sendmaterial@proxyvote.com *If requesting materials by e-mail, please send a blank e-mail with the 12
Digit Control Number (located on the following page) in the subject line. R1PLB1 *See the Reverse Side*
for Meeting Information and Instructions on How to Vote

Meeting Information How To Vote Meeting Type: Annual Vote In Person Meeting Date: 5/13/09 Many shareholder meetings have attendance requirements Meeting Time: 9:30 A.M. CDT including, but not limited to, the possession of an attendance For Holders As Of: 3/16/09 ticket issued by the entity holding the meeting. Please check the meeting materials for any special requirements for meeting Meeting Location: attendance. At the meeting, you will need to request a ballot to vote these shares. 680 North Lake Shore Drive, 15th Floor Chicago, IL 60611 Vote By Internet To vote *now* by Internet, go to WWW.PROXYVOTE.COM. Use the Internet to transmit your voting instructions and for electronic delivery of information up until 11:59 P.M. Eastern Time the day before the meeting date. Have your notice in hand when you access the web site and follow the instructions.

Voting items THE BOARD OF DIRECTORS RECOMMENDS A VOTE FOR THE ELECTION OF THE FOLLOWING NOMINEES. 1. Election of Directors Nominees: 01) D. Bookshester 05) R. Pillar 02) D. Chemerow 06) S. Rosenthal 03) C. Hirschhorn 07) R. Rosenzweig 04) J. Kern THE BOARD OF DIRECTORS RECOMMENDS A VOTE FOR PROPOSAL NUMBERS 2, 3, 4 AND 5. 2. TO APPROVE AN AMENDMENT TO THE THIRD AMENDED AND RESTATED 1995 STOCK INCENTIVE PLAN OF PLAYBOY ENTERPRISES, INC. 3. TO APPROVE AN AMENDMENT TO THE SECOND AMENDED AND RESTATED 1997 EQUITY PLAN FOR NON-EMPLOYEE DIRECTORS OF PLAYBOY ENTERPRISES, INC. 4. TO APPROVE AN AMENDMENT TO THE PLAYBOY ENTERPRISES, INC. EMPLOYEE STOCK PURCHASE PLAN. 5. TO RATIFY THE SELECTION OF ERNST & YOUNG LLP AS PLAYBOY ENTERPRISES, INC. S INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM FOR 2009. The Proxies are authorized to vote in their discretion upon such other matters as may properly come before the meeting.
