

Edgar Filing: PLAYBOY ENTERPRISES INC - Form 8-K

PLAYBOY ENTERPRISES INC  
Form 8-K  
February 11, 2004

SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

Date of Report (Date of Earliest Event Reported): February 11, 2004  
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PLAYBOY ENTERPRISES, INC.  
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(Exact Name of Registrant as Specified in Charter)

DELAWARE	001-14790	36-4249478
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(State or Other Jurisdiction of Incorporation)	(Commission File Number)	(IRS Employer Identification No.)

680 NORTH LAKE SHORE DRIVE, CHICAGO, ILLINOIS 60611  
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(Address of Principal Executive Offices) (Zip Code)

Registrant's telephone number, including area code: (312) 751-8000  
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NOT APPLICABLE  
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(Former Name or Former Address, if Changed Since Last Report)

Item 12. Results of Operations and Financial Condition.

Attached and incorporated herein by reference as Exhibit 99.1 is a copy of a press release of Playboy Enterprises, Inc. (the "Company"), dated February 11, 2004, reporting the Company's financial results for the fourth quarter and year ending December 31, 2003. The information in this report, including the Exhibit attached hereto, shall not be deemed "filed" for purposes of Section 18 of the Securities Act of 1934, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, except as shall be expressly set forth by specific reference in such filing.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: February 11, 2004

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PLAYBOY ENTERPRISES, INC.

By: /s/ Linda G. Havard

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Linda G. Havard  
Executive Vice President,  
Finance and Operations, and  
Chief Financial Officer

EXHIBIT INDEX

Exhibit Number -----	Description -----
99.1	Press Release issued by Playboy Enterprises, Inc. on February 11, 2004.