

PLAYBOY ENTERPRISES INC
Form 8-K
August 05, 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): August 5, 2004

PLAYBOY ENTERPRISES, INC.

(Exact Name of Registrant as Specified in its Charter)

DELAWARE

001-14790

36-4249478

(State or Other Jurisdiction
Of Incorporation or Organization)

(Commission
File Number)

(IRS Employer
Identification No.)

680 NORTH LAKE SHORE DRIVE, CHICAGO, ILLINOIS 60611

(Address of Principal Executive Offices) (Zip Code)

Registrant's telephone number, including area code: (312) 751-8000

NOT APPLICABLE

(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 August 5, 2004, reporting the Company's financial results for the second quarter ended June 30, 2004.

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The information set forth under Item 12. Results of Operations and Financial Condition, 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: August 5, 2004

PLAYBOY ENTERPRISES, INC.

By: /s/ Linda G. Havard

Executive Vice President,
Finance and Operations, and
Chief Financial Officer

EXHIBIT INDEX

<u>Exhibit Number</u>	<u>Description</u>
99.1	Press Release issued by Playboy Enterprises, Inc. on August 5, 2004.