

PLAYBOY ENTERPRISES INC  
Form 8-K  
March 10, 2005

UNITED STATES  
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): March 9, 2005

**Playboy Enterprises, Inc.**

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(Exact name of registrant as specified in its charter)

Delaware

001-14790

36-4249478

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(State or other jurisdiction  
of incorporation)

(Commission File Number)

(IRS Employer Identification No.)

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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.

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(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (*see* General Instruction A.2. below):

- .. Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - .. Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - .. Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - .. Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Section 7 Regulation FD**

**Item 7.01. Regulation FD Disclosure.**

On March 9, 2005, Playboy Enterprises, Inc. ( Playboy ) announced the pricing of a private offering of \$100 million aggregate principal amount of convertible senior subordinated notes due 2025. A copy of the press release is attached hereto as Exhibit 99.1 and incorporated herein by reference.

**Section 9 Financial Statements and Exhibits**

**Item 9.01. Financial Statements and Exhibits.**

(c) *Exhibits.*

99.1 Press Release issued by Playboy Enterprises, Inc. on March 9, 2005.

The information set forth in this Current Report on Form 8-K under Item 7.01. Regulation FD Disclosure and Item 9.01 Financial Statements and Exhibits, including in each case the Exhibit attached hereto, shall not be deemed filed for purposes of Section 18 of the Securities Exchange 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.

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**SIGNATURES**

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

PLAYBOY ENTERPRISES, INC.

March 9, 2005

By: /s/ Howard Shapiro

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Howard Shapiro  
Executive Vice President,  
Law and Administration,  
General Counsel and Secretary

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**EXHIBIT INDEX**

**Exhibit  
Number**

**Description**

99.1 Press Release issued by Playboy Enterprises, Inc. on March 9, 2005.

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