

PLBY GROUP™

Playboy Announces Summer Of Play: Weekly Mobile Gaming Tournaments Run On Leading Mobile Games Platform Skillz

June 10, 2021

LOS ANGELES, June 10, 2021 /PRNewswire/ -- [PLBY Group, Inc.](#) (NASDAQ: [PLBY](#)), parent company of Playboy Enterprises, Inc. ("Playboy"), announces the launch of a four-week series of Playboy-branded gaming experiences starting Fri, June 11th and hosted on [Skillz](#) (NYSE: [SKLZ](#)), the leading mobile games platform bringing fair and fun competition to players worldwide. Playboy's Summer of Play tournaments will be run in Skillz-powered games including Pool Payday, Solitaire Cube, and 21 Blitz, which are all available in the app store for iOS and on [games.skillz.com](#) for Android.

Together, Playboy and Skillz seek to provide an immersive and innovative experience for Skillz's millions of registered users and Playboy's customers. Players will be able to compete to win unique Playboy-branded merchandise, including an array of style, fashion, jewelry and home items.

Gaming experiences include:

- Pool Payday – A leading billiards game. You and your real-life opponent take turns making shots and scoring points.
- Solitaire Cube – Stack cards into piles sorting them by suit. Challenge yourself by competing against others in large, multiplayer tournaments.
- 21 Blitz – This mix of 21 and Solitaire will keep you glued to your screen making 21s and stacks of 5 cards. Find combos, streaks and finish quickly to gain bonuses and maximize your score.

"We're thrilled to expand the ways our audiences can enjoy themselves this summer by running tournaments on the Skillz platform," said Rachel Webber, Chief Brand Officer at Playboy. "Skillz's unique value proposition of fun, fair, and community-driven mobile gameplay is the perfect offering for our global fanbase."

For more information on Playboy-branded mobile gaming tournaments on Skillz, visit [playboy.com](#).

About PLBY Group, Inc.

PLBY Group, Inc. ("PLBY Group" or the "Company") connects consumers around the world with products, services, and experiences to help them look good, feel good, and have fun. PLBY Group serves consumers in four major categories: Sexual Wellness, Style & Apparel, Gaming & Lifestyle, and Beauty & Grooming. PLBY Group's flagship consumer brand, Playboy, is one of the most recognizable, iconic brands in the world, driving billions of dollars in global consumer spend annually across 180 countries. Learn more at <http://www.plbygroup.com>.

Forward-Looking Statements

This press release includes "forward-looking statements" within the meaning of the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995. The Company's actual results may differ from their expectations, estimates, and projections and, consequently, you should not rely on these forward-looking statements as predictions of future events. Words such as "expect," "estimate," "project," "budget," "forecast," "anticipate," "intend," "plan," "may," "will," "could," "should," "believes," "predicts," "potential," "continue," and similar expressions (or the negative versions of such words or expressions) are intended to identify such forward-looking statements. These forward-looking statements include, without limitation, the Company's expectations with respect to future performance, growth plans and anticipated financial impacts of the Company's recent business combination, its acquisitions and commercial collaborations.

These forward-looking statements involve significant risks and uncertainties that could cause the actual results to differ materially from those discussed in the forward-looking statements. Factors that may cause such differences include, but are not limited to: (1) the impact of COVID-19 pandemic on the Company's business; (2) the inability to maintain the listing of the Company's shares of common stock on Nasdaq; (3) the risk that the business combination, recent acquisitions or any proposed transactions disrupt the Company's current plans and operations, including the risk that the Company does not complete any such proposed transactions or achieve the expected benefits from them; (4) the ability to recognize the anticipated benefits of the business combination, which may be affected by, among other things, competition, the ability of the Company to grow and manage growth profitably, and retain its key employees; (5) costs related to the business combination, acquisitions, commercial collaborations and proposed transactions; (6) changes in applicable laws or regulations; (7) the possibility that the Company may be adversely affected by other economic, business, and/or competitive factors; (8) risks relating to the uncertainty of the projected financial information of the Company; (9) risks related to the organic and inorganic growth of the Company's business and the timing of expected business milestones; and (10) other risks and uncertainties indicated from time to time in the Company's annual report on Form 10-K, including those under "Risk Factors" therein, and in the Company's other filings with the Securities and Exchange Commission. The Company cautions that the foregoing list of factors is not exclusive, and readers should not place undue reliance upon any forward-looking statements, which speak only as of the date which they were made. The Company does not undertake any obligation to update or revise any forward-looking statements to reflect any change in its expectations or any change in events, conditions, or circumstances on which any such statement is based.

Contacts

Investors: investors@plbygroup.com

Media: press@plbygroup.com

SOURCE Playboy Enterprises, Inc.