Playboy Announces Model and Entrepreneur Amber Rose as a Founding Creator on CENTERFOLD

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Rose to give fans exclusive behind-the-scenes content on Playboy's creator-led digital platform

LOS ANGELES, May 09, 2022 (GLOBE NEWSWIRE) -- Playboy, the globally-recognized, iconic lifestyle brand owned by leading pleasure and leisure lifestyle company PLBY Group, Inc. (Nasdaq: PLBY), today announced its partnership with model and entrepreneur Amber Rose, who will join the creator-led, digital platform CENTERFOLD as a founding creator. Rose is joining a diverse, bold and innovative group of founding members.

Subscribers of Rose's CENTERFOLD page will receive special access to Rose and her content.

"I'm most excited about being part of CENTERFOLD because it gives creators the freedom to express themselves authentically in a positive and open environment," said Rose. "Things move fast in my world, and CENTERFOLD gives me real-time, direct access to my fans and complete creative control over my channel."

CENTERFOLD is the new digital home for the world's top creators to interact directly with their fans, expand their communities and build their own personal content and commerce businesses. The platform is dedicated to creative freedom, artistic expression and sex positivity, as the next evolution of Playboy's long history at the intersection of culture and sex.

"Amber is a force of nature. Her entrepreneurial spirit, bold and creative self expression, and commitment to advocating for women's equality are a natural fit with Playboy and on CENTERFOLD," said Rachel Webber, Chief Brand & Strategy Officer, PLBY Group. "We can't wait for her to launch on CENTERFOLD and to see all of the behind-the-scenes content and live experiences she's planning to share exclusively with her fans on the platform."

The platform will continue to unveil new creators as it builds out verticals within the artistic community from the worlds of music, fashion, fitness and adult entertainment, allowing fans and subscribers to interact directly with their favorite stars and personalities.

Waitlist applications to join the platform are currently in review. To access CENTERFOLD or apply to become a creator, visit www.centerfold.com.

About PLBY Group, Inc.
PLBY Group, Inc. ("PLBY Group" or the "Company") is a global pleasure and leisure company connecting consumers with products, content, and experiences that help them lead more fulfilling lives. Our flagship consumer brand, Playboy, is one of the most recognizable brands in the world, driving billions of dollars annually in global consumer spending with products and content available in approximately 180 countries. Our mission — to create a culture where all people can pursue pleasure — builds upon almost seven decades of creating groundbreaking media and hospitality experiences and fighting for cultural progress rooted in the core values of equality, freedom of expression and the idea that pleasure is a fundamental human right. 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 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 the COVID-19 pandemic on the Company's business and acquisitions; (2) the inability to maintain the listing of the Company's shares of common stock on Nasdaq; (3) the risk that the Company's acquisitions or any proposed transactions disrupt the Company's current plans and/or 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 acquisitions, commercial collaborations and proposed transactions which may be affected by, among other things, competition, the ability of the Company to grow and manage growth profitably, and retain key employees; (5) costs related to being a public company, acquisitions, commercial collaborations and proposed transactions; (6) changes in applicable laws or regulations; (7) the possibility that the Company may be adversely affected by global hostilities, supply chain disruptions, inflation, foreign currency exchange rates or 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.

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