

## PLAYBOY's REAL ESTATE

### 1) The Playboy Mansion

The 29-room Playboy Mansion, which sits on 5 1/2 acres in Beverly Hills, is carried on Playboy's books at its 1971 purchase price of just \$1.5 million, It's not hard to guesstimate that the Playboy Mansion would easily be worth more than \$50 million or about \$1.30 a share in Playboy stock.

LINK : [AERIAL PHOTO](#) of the PLAYBOY MANSION.

2) **Playboy's Worldwide Headquarters in CHICAGO:** 680 North Lakeshore Drive "The Playboy Building" — 80 North Lakeshore Drive. 680 N. Lake Shore is colloquially referred to as "The Playboy Building" by anyone that knows Chicago.

LINK: PHOTO of PLAYBOY's [WORLD HEADQUARTERS](#).

3) **Playboy's New York City Headquarters:** @ 730 - 5th Avenue in midtown Manhattan

LINK: PHOTO of [PLAYBOY's East Coast Headquarters](#):

## PLAYBOY'S PRICELESS ART COLLECTION

Playboy owns a priceless modern art collection that totals 4,500 original works, including the rare original works by Salvador Dali, Andy Warhol, Keith Haring, LeRoy Neiman, Tom Wesselmann, Richard Hunt, Alberto Vargas... and countless other highly sought after masters.

Playboy carries this MASSIVE art collection at ZERO COST on its books.....

Many of Playboy's ORIGINAL Artwork is absolutely priceless (think: MILLIONS) while other Playboy art pieces are worth hundreds of thousands of dollars

If you value 4500 pieces of Playboy's Art Collection at:

\$10,000 per Art Piece = Playboy's Art Collection is worth \$45 Million or ... \$1.40 a share in Asset Value

\$20,000 per Art Piece = Playboy's Art Collection is worth \$90 Million ... \$2.80 a share in Asset Value

\$30,000 per Art Piece = Playboy's Art Collection is worth \$135 Million ... \$4.10 a share in Asset Value

Over the decades, CHRISTIES & SOTHEBY's have both sold countless millions of dollars of PLAYBOY's rare and original Artwork.

LINK: [Catalog of 343 pieces of PLAYBOY Art](#) that has been sold at CHRISTIES over the last Decade.

LINK: [CRAINS Chicago Business Magazine](#) says PLAYBOY's Art Collection has 4,500 original works

PLAYBOY's Owns the entire collection of works like "THE BUNNY" 6 original paintings by

## ANDY WARHOL

Playboy's in house Cartoonist — Alberto Vargas' reproductions sell for \$2,000 a piece (see link below) .... You can only imagine what "ORIGINAL" - [Alberto Vargas](#) - paintings are worth !!!!

In December of 2003, Playboy held an Art Auction at Christie's in New York in celebration of the 50th anniversary of Playboy. Approximately 300 items from the Playboy Art Collection were sold at auction for total proceeds of \$3.66 million.

Playboy's [50th Anniversary Art Auction Article](#): December 18, 2003

Chicago Tribune: 17 pieces of [Playboy Art](#) Brings in \$230,000 at Auction.

In December of 2007, Christies Sold 1 Issue of [The First Edition of PLAYBOY](#) with "Marilyn Monroe" on the cover in MODERATE CONDITION for \$5,797.

CHRISTIES Auction House has even sold Hugh Hefner's [1988 Mercedes Benz 560 SEL Stretch Limousine](#) for almost \$80,000

Even a 1960s vintage, [emerald green, satin Playboy bunny suit](#) sold at auction at Christies for \$14,340 in 2003.

[VIDEO INTERVIEW w/ AARON BAKER](#), Playboy's Art Curator

## **PLAYBOY'S PHOTO /CONTENT LIBRARY**

Playboy owns 15 MILLION PHOTOS & 2,500 Hours (41 DAYS) of VIDEO Footage

Playboy has 15 Million Photos alone could easily be Worth more than \$100 MILLION or \$3 a Share.

Playboy's enormous photo library, contains 15 million archived photos and serves as the visual history of the Playboy Magazine.

This MASSIVE ASSET is carried at ZERO COST on Playboy's balance sheet.

PLAYBOY owns the Nude Photos of the Following Celebrities.....

Marilyn Monroe, Jayne Mansfield, Bettie Page, Joan Collins, Elizabeth Taylor, Sophia Loren, Kim Novak, Ursula Anbdress, Carroll Baker, Brigitte Bardot, Raquel Welch, Lauren Hutton, Debbie Harry (BLONDIE), Farrah Fawcett, Cindy Crawford, Jenny McCarthy, Pamela Anderson, Denise Richards, Kim Basinger, Janet Jones-Gretzkey, Drew Barrymore, Daryl Hannah, Linda Evans, Suzanne Somers, Shannen Doherty, Brooke Burke, Gena Lee Nolin, Shari Belafonte, Shannon Elizabeth, Belinda Carlisle, Stephanie Seymour, Elle Macpherson, Sharon Stone, Tia Carrere, Jaime Pressly, Nancy Sinatra, LaToya Jackson, Angie Everhart, Anna Nicole Smith, Carmen Electra, Rachel Hunter, Goldie Hawn, Charlize Theron, Stacey Dash, Shannon Tweed, Erika Elaniak (original Baywatch Girl), Barbi Benton, Bo Derek, Naomi Campbell..... and the list goes on and on!

These photos have been taken by legendary photographers such as Helmut Newton, Pompeo

Posar, David LaChappelle.

This article says Playboy has a [15 million Photos in its Archive](#)

On February 12, 2009 — Playboy sold the original negatives for 2 Nude Photos of Madonna for \$60,000.

Christies Auctioneers of New York sold A full-frontal, nude photo of a 20-year-old Madonna for \$37,500 at auction. Thursday, an apparent record auction price for a photograph of the superstar singer. The explicit black-and-white image first appeared in Playboy in 1985. The photo had been expected to sell for up to \$15,000, according to Christie's auction house.

Another [nude photograph of Madonna](#), by Helmut Newton, sold for \$18,750, beating Christie's auction house estimates of \$15,000.

Considering 2 Madonna Photos just fetched \$60,000 and Playboy's enormous photo library, contains 15 million archived photos, it is not unreasonable to value this PHOTO LIBRARY at \$100 MILLION

A \$100 MILLION value for the Library means that each ORIGINAL Playboy PHOTO is only valued @ \$6.66 per PHOTO ... Is this a VERY REASONABLE figure ?

As an EXAMPLE: The NEGATIVES of Marilyn Monroe's 1st NUDE Photos are PRICELESS considering ..... A controversial [Marilyn Monroe Sex Tape](#) Recently sold for \$1.5 Million:

The following **2 INTERVIEWS WITH HUGH HEFNER** were conducted w/ FOX Business News — 13 weeks ago (NOVEMBER-2008)

In this 1st Video, you will hear HUGH HEFNER in Person -ON FOX BUSINESS NEWS:

He talks about — GOING PRIVATE — and RE-ENERGIZING THE PLAYBOY BRAND NAME

HEFNER SEES PLAYBOYS FUTURE GROWTH COMING FROM: GAMBLING CASINOS, MOVIES, TELEVISION, PLAYBOY CLUBS, LICENSING, and RELAUNCHING the Playboy <http://playboy.com/> WEB SITE :

HUGH HEFNER [Interview — EPISODE #1](#) — on FOX Business News

HUGH HEFNER's "[LEVERAGED BUYOUT](#)" [Interview](#) on FOX Business News

LINK to HUGH HEFNER [Interview — EPISODE #2](#) — on FOX Business News

If you go to the 2:00 minute mark in this 2nd Video, you will hear Hugh Hefner's personal thoughts on Playboy's Stock Price:

HUGH HEFNER SAYS PUBLICLY: "The price of Playboy's stock does not in any way shape or form reflect the TRUE VALUE of PLAYBOY"

THE PRICE OF THE PLAYBOY STOCK HAS NOTHING TO DO WITH PLAYBOY'S REAL VALUE AND THE COMPANY WILL BE MOVING BACK INTO PROFITABILITY in 2009.

HEFNER also says that he wishes THAT HE NEVER WENT PUBLIC !