

# PENTHOUSE®



## AN ICONIC INTERNATIONAL LIFESTYLE BRAND

PENTHOUSE is an international, multimedia entertainment company which publishes one of the most widely circulated groups of men's lifestyle publications. An estimated 20 million people each month are exposed to the PENTHOUSE brand through various mediums including the PENTHOUSE publications, branded products and merchandise, online content-driven websites, mobile applications, the PENTHOUSE Clubs and PENTHOUSE TV. PENTHOUSE Gentleman's Clubs are located in some of the world's most exciting cities including New York, San Francisco, Paris and Moscow.

PENTHOUSE is known worldwide for providing premium products to its fans! Internationally recognized Italian fashion house, Dolce & Gabbana, created a Spring/Summer collection featuring vintage covers while the white hot MMA brand, TapouT, collaborated with our designers on styles geared towards an energetic youth. PENTHOUSE licensed products are currently produced by 33 Licensees who sell into nearly 98 countries and are supported by retailers such as Jack & Jones, Burton UK, River Island and Bershka thus reaching thousands of PENTHOUSE loyalists each month.

## DESIRED LICENSEE PROFILE

- ◆ Enhance the goodwill and reputation of the brand
- ◆ Develops quality products to meet fan demand in the given territory
- ◆ Complies with the brand's requirements for product approvals
- ◆ Markets their product to achieve maximum potential sales
- ◆ Provides quarterly reports of sales and royalties and annual business plans

## CATEGORIES AVAILABLE

**Apparel & Accessories**  
**Home Décor**  
**Personal Care**  
**Energy Drinks & Barware**  
**Books, Calendars & Games**

WE HAVE THE KEY TO SUCCESS 



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