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Village Lighthouse's BIG DADDY Division Signs Merchandise Licensing Agreement with Playgirl Magazine

Los Angeles, California — December 11, 2006 — No one understands the fantasies of today's independent, sensuous, adventurous, self-confident, liberated and curious woman better than **Playgirl Magazine**. And now **BIG DADDY**, a division of **Village Lighthouse, Inc.**, has partnered with Playgirl to continue expressing these fantasies through a new line of merchandise featuring the magazine's stunning male photography. **BIG DADDY** will begin exclusively manufacturing and distributing Playgirl greeting cards, wall calendars featuring the sexiest centerfold men, magnets, posters, mouse pads, other paper goods and e-cards starting in 2007.

PLAYGIRL

"We are honored that Playgirl chose us to represent its imagery and brand through our product lines," said Ron Miller, President of Village Lighthouse, Inc. "Playgirl has a long history of publishing breathtaking male photography in its magazine, and we are eager to carry over that excitement into new mediums for its fans throughout the world. We are dedicated to creating first-class products that are distinctive of the Playgirl brand and something we both can be very proud of."

"Nobody appreciates the male form more than Playgirl," said Colleen Kane, Senior Editor of Playgirl Magazine. "Our magazine is unsurpassed in exposing the hottest models, and no one knows how to showcase the men more than Playgirl's photographers. In short, licensing Playgirl imagery to adorn cards, calendars, and other merchandise is a perfect combination."

BIG DADDY has already begun designing a 2008 Playgirl wall calendar featuring recent centerfolds from Playgirl Magazine. The calendar will be released in May 2007. A line of greeting cards featuring the men of Playgirl will be released in the midyear of 2007. Magnets and other products featuring the men of Playgirl will follow.

Just like the magazine, the Playgirl products **BIG DADDY** creates will represent every woman's type of man. The products will be erotic, yet tasteful, and will have a cross-market appeal covering the international mainstream, bachelorette, gay and adult novelty markets.

Playgirl is an international, multimedia company dedicated to entertainment for women. Playgirl Magazine satisfies the sexual curiosities of woman with photography of the most gorgeous men in the world. Meanwhile **Playgirl TV**, the first adult entertainment network created for women, provides a safe outlet for women's most erotic fantasies. For more information about Playgirl, visit www.playgirltv.com.

BIG DADDY is a division of Village Lighthouse, Inc. Its products including greeting cards and magnets deliver an edgy, contemporary and ultimately sexy attitude that excites men and women throughout the world. **Village Lighthouse, Inc.** brands also include **10% Consumer Products** and **PROVOCATEUR**, and all of its products are distributed internationally to over 500 accounts. For more information about Village Lighthouse, visit its corporate website at www.villagelighthouse.com.

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