

**Electronic Articles of Organization
For
Florida Limited Liability Company**

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FILED 8:00 AM
July 13, 2006
Sec. Of State
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Article I

The name of the Limited Liability Company is:

THE PLAYBOY WORLD, LLC

Article II

The street address of the principal office of the Limited Liability Company is:

2814 SW 84ST TERRACE
DAVIE, FL. US 33328-121

The mailing address of the Limited Liability Company is:

2814 SW 81ST TERRACE
DAVIE, FL. US 33328

Article III

The purpose for which this Limited Liability Company is organized is:

ANY AND ALL LAWFUL BUSINESS.

Article IV

The name and Florida street address of the registered agent is:

DERICK A ROSENWALD
2814 SW 81ST TERRACE
DAVIE, FL. 33328

Having been named as registered agent and to accept service of process for the above stated limited liability company at the place designated in this certificate, I hereby accept the appointment as registered agent and agree to act in this capacity. I further agree to comply with the provisions of all statutes relating to the proper and complete performance of my duties, and I am familiar with and accept the obligations of my position as registered agent.

Registered Agent Signature: DERICK A. ROSENWALD

Article V

The name and address of managing members/managers are:

Title: MGR
DERICK A ROSENWALD
2814 SW 81ST TERRACE
DAVIE, FL. 33328 US

Title: MGRM
KILE BRIGHT
612 NE 9TH AVENUE (REAR APARTMENT)
FORT LAUDERDALE, FL. 33304 US

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Article VI

The effective date for this Limited Liability Company shall be:

07/12/2006

Signature of member or an authorized representative of a member

Signature: DERICK A. ROSENWALD