

PENTHOUSE™

SWIMWEAR BY DIVA BIKINIS



January 20, 2007

We are excited about the launch of our new Penthouse Swimwear line by Diva Bikinis. Currently we seek Sponsors for this once in a lifetime event in March 2007. We will be shooting a dozen models plus 6 Penthouse Pets for the new swimwear catalogue, the 2008 calendar and the "Divas on Tour – Behind the Scenes" video for Pay Per View.

Sponsorships are being taken in these different ways:

1. Cash advertisement in both the calendar and video
2. Travel and Hotel Packages as well as Airfare and airline packages
3. Products and/or services your company would like to giveaway

Your company name and information will be placed on our Web Sites, Tee Shirts, Banners, in the 2007-2008 Calendar and at all of our events. We are printing 25,000 calendars that will be sold and distributed across the USA via our web sites and at the 100's of national events we currently have in the works for 2007, as well as through Penthouse Gentlemen's clubs nationwide. We will also have the Penthouse Divas on Tour in 2007 at events across the USA. Penthouse Swimwear by Diva Bikinis is expected in stores by March 2007.

Minimum Gold level sponsorship is 5K for the catalogue and calendar. Those interested in having a commercial trailer to the video as well as having their products seen by millions worldwide can become a Platinum sponsor at 10K and up.

Please contact me personally to determine your participation level. I look forward to discussing your individual needs and goals.

The PDF regarding the Penthouse Press Release is at http://www.divabikini.com/diva_PMGI_release.pdf

Regards

Joseph Isaacs and Darrell Steffanini

Planet One Holdings, Inc.
Penthouse Swimwear/Divas Bikinis
866-678-DIVA
4274 Enfield Court, Suite 1600
Palm Harbor, Florida 34685
www.penthouseswimwear.com
www.myspace.com/penthousebikinis

Steffanini Group LLC
Po Box 10158 Pensacola, FL 32524
Cell 850-687-9405
Toll Free Office 888-562-2120
www.usacalendars.us
www.bigdogpromotions.com
www.myspace.com/steffaninigroup