



# NEWS

**FROM PLAYBOY ENTERPRISES, INC.**

**FOR IMMEDIATE RELEASE**

## **PLAYBOY CELEBRATES 50<sup>th</sup> ANNIVERSARY OF THE PLAYBOY CLUB AND PLAYBOY BUNNY WITH A PARTY AT SHANGHAI'S M1NT NIGHTCLUB**

**SHANGHAI, May 27, 2010**—Shanghai's M1NT Nightclub is teaming up with Playboy to host an exclusive party on Thursday, June 10, 2010, to celebrate the 50<sup>th</sup> anniversary of the world famous Playboy Clubs and iconic Playboy Bunny. The event is one of 50 global parties Playboy will host in June to celebrate the milestone.

For this event, M1NT is bringing in DJ Sam Young, winner of "Best DJ" at the 2007 Bar Awards and UK's Chinawhite, Amika and Mayfair Club resident. Sam Young is a staple of the London club scene and has played parties for the likes of Naomi Campbell, Justin Timberlake and Donatella Versace.

"We're excited to partner with Playboy and bring this exclusive event to Shanghai," said Magnus Akesson, club manager, M1NT Shanghai. "What better way to celebrate Playboy's milestone than a hundred meters up, overlooking China's pearl, Shanghai!"

Date: June 10, 2010 10PM  
Ticket Price: 100RMB (non members)  
Location: M1NT Shanghai 24th Floor  
318 Fuzhou Road, Shanghai  
Dress code: Smart casual

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### **About Playboy Enterprises, Inc.**

Playboy is one of the most recognized and popular consumer brands in the world. Playboy Enterprises, Inc. is a media and lifestyle company that markets the brand through a wide range of media properties and licensing initiatives. The company publishes *Playboy* magazine in the United States and abroad and creates content for distribution via television networks, websites, mobile platforms and radio. Through licensing agreements, the Playboy brand appears on a wide range of consumer products in more than 150 countries as well as retail stores and entertainment venues.

# M1NT<sup>®</sup>

S H A N G H A I

# NEWS

Playboy Club celebrated throughout the world.

**SHANGHAI, June 10th, 2010**—Shanghai’s M1NT Nightclub teamed up with Playboy to host an exclusive party on Thursday, June 10 to celebrate the 50<sup>th</sup> anniversary of the world famous Playboy Clubs and iconic Playboy Bunny. The event was one of 50 global parties Playboy hosted around the world to celebrate the milestone. Shanghai’s premium night club M1NT brought award winning DJ Sam Young who claimed the prize for “Best DJ” in the Club and Bar Awards 2007 and 2010. After rocking Naomi Campbell, Justin Timberlake and Donatella Versace’s UK parties it was Shanghai’s turn. “We’re excited to partner with Playboy and will continue to host several international and local high level events in Shanghai. The 10<sup>th</sup> we did the Playboy Party and just two days after we hosted the Shanghai International Film Festival Opening Party, more is to come.” said Magnus Akesson, Club Manager, M1NT Shanghai.

## Playboy turns 50!

SHANGHAI, June 10th, 2010—Turning 50 and still going strong Playboy magazine celebrated a half century of challenging morals. A big worldwide birthday bash took place June 10th. Spanning 50 locations as diverse as Las Vegas, Stockholm, Sao Paulo, Prague and several major world cities M1NT Club in Shanghai was chosen as the destination for the event in China where celebrity DJ Sam Young rocked for locals and foreigners alike. “With the world Expo in town more and more companies and brands are focusing on China. Shanghai has advanced very quickly in food, fashion, architecture and M1NT is set to bring more high level international entertainment to Shanghai for everyone to enjoy” said Magnus Akesson, Club Manager, M1NT Shanghai.



### **About MINT Shanghai**

MINT Club and Cocktail Lounge is Shanghai's premium entertainment venue located on the 24<sup>th</sup> floor it has 360 degree views of the Pudong skyline as well as the Bund and People Square. MINT consists of a Fusion Grill restaurant, a Cocktail Lounge, a Night Club and a Roof Top Terrace. Having received all of the major industry awards including, Best Restaurant, Best Cocktails, Best Club and Best Design in 2010 MINT has set the benchmark in the world's most populated and fastest growing city. Regularly hosting international DJ's and major international luxury brand events including Ferrari, Jimmy Choo, Lamborghini, Diesel, Porsche and Shanghai Film Festival, there is always something going on, weekends and Wednesdays Models Night and Thursdays ICON! event are a huge hit with all the A-list, local and expat crowd. Should you have any inquiries contact us at [marketing@m1ntglobal.com](mailto:marketing@m1ntglobal.com)

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