

**MOSES & SINGER REPRESENTS PENTHOUSE IN
FINANCING OF ACQUISITION OF VARIOUS, INC.**
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***BRESSLER, CHAN HANDLE DEAL THAT MAKES PENTHOUSE
WORLD'S LARGEST ADULT ENTERTAINMENT COMPANY***

NEW YORK – Moses & Singer represented Penthouse Media Group Inc. in the financing of its \$500 million acquisition of Various, Inc., the internet social networking company, which makes Penthouse the largest adult entertainment company in the world.

Partners Arnold Bressler and Wai Chan, assisted by associates Carlos Ramirez and Joshua O'Melia, represented Penthouse in the financing of the cash-and-securities transaction. Morrison & Foerster LLP in San Francisco represented Penthouse in the acquisition portion of the transaction.

Following the acquisition of Various, Penthouse Media Group Inc., the parent to Penthouse Magazine, projects \$340 million in 2007 revenues on a pro forma basis, making it the world's largest adult entertainment company.

Marc H. Bell, chief executive officer of Penthouse Media Group, called Various “an attractive addition to our already strong print platform, and one that puts Penthouse in a very robust position in the ever-growing online social networking arena.”

“Penthouse is in expansion mode, and we are pleased to be part of that,” Bressler said, noting that the media giant acquired Danni.com in a separate transaction in 2006 in which he represented Penthouse. “These are interesting, exciting deals with large numbers – the kind that corporate attorneys like to handle.”

Alan Kolod, chairman of Moses & Singer, noted that the deal – even by 2007 standards – was large and complicated. “We appreciate the trust that Penthouse has placed in us,” Kolod said. “This transaction demonstrates our ability to represent sophisticated clients in sizeable, complex matters, and we look forward to working with this client in the future.”

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