

The Agency And Hilton & Hyland List Playboy Mansion For \$200 Million One of America's Most Famous Addresses, Known for Legendary Parties and Lavish Lifestyle Hits the Market

Playboy Enterprises, Inc.

BEVERLY HILLS, Calif., Jan. 11, 2016 /PRNewswire/ -- The Agency and Hilton & Hyland announced today the listing of the Playboy Mansion for \$200 million. The principal agents are Drew Fenton and Gary Gold of Hilton & Hyland and Mauricio Umansky of The Agency.

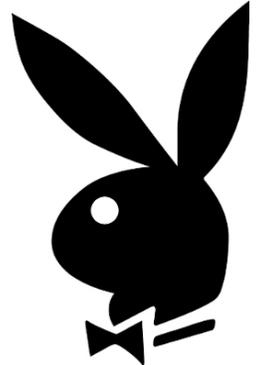
"This is the right time to seek a buyer for this incredible property who understands the role the Mansion has played for our brand and enables us to continue to reinvest in the transformation of our business," said Playboy Enterprises CEO, Scott Flanders. "The Playboy Mansion has been a creative center for Hef as his residence and workplace for the past 40 years, as it will continue to be if the property is sold."

The crown jewel of L.A.'s "Platinum Triangle" situated on 5 picturesque acres in Holmby Hills, The Playboy Mansion is a nearly 20,000 square foot residence that is both an ultra-private retreat and the ultimate setting for large-scale entertaining. The Mansion features 29 rooms and every amenity imaginable, including a catering kitchen, wine cellar, home theater, separate game house, gym, tennis court and freeform swimming pool with a large, cave-like grotto. The property also features a four-bedroom guest house. In addition, the Playboy Mansion is one of a select few private residences in L.A. with a zoo license.

"The Agency couldn't be prouder to represent one of the most well-known estates in the country," said Mauricio Umansky. "With its iconic style and immaculate grounds, the Mansion has inspired so many properties throughout Southern California."

"At the time Hef and Playboy purchased the home, it was the largest real estate transaction in Los Angeles history," added Gary Gold. "Today, we hope to make the same history with the property and its sprawling acreage, neighboring the Los Angeles Country Club."

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