

# International Penthouse Swimwear Model Search Launches at VIP Hotspot 'Ritual' in Los Angeles

TAMPA, Fla. and LOS ANGELES, Calif. – Sept. 28 (SEND2PRESS NEWSWIRE) – Planet One Holdings dba Penthouse Swimwear by Diva Bikinis (penthouseswimwear.com) announced today that the International Penthouse Swimwear Model Search (psmodelsearch.com) Program officially launches at "Ritual" in Los Angeles (ritualsupperclub.com) on October 3rd, 2007. It has also been confirmed that another L.A. club known for its influential "A list" of attendees, Vice Hollywood will be hosting the L.A. National VIP Launch Contestant Party on October 2nd, 2007.

Over twenty five gorgeous models from the west coast have entered the Los Angeles competition and have agreed to join L.A.'s elite celebrity list and attend the VIP launch party.

The current International Penthouse Swimwear Model Search has been designed to feature a 10 City National Launch Tour, in premium locations, in an effort to create the most effective initial "buzz" surge. These events are scheduled to run from October through November, 2007 and include Los Angeles, San Diego, San Francisco, Dallas, Houston, Chicago, Indianapolis, Atlanta, Miami and New York. The top 5 winners from each of those ten cities will get an opportunity to advance to the finals, along with 25 models from outside the United States, which will be held in Las Vegas – November 27-29th, 2007. Sponsorships have created prize packages in excess of \$25,000 for the winners. An expanded 40-50 City Event schedule is planned for the 2008 season running from April through August 2008.

In addition, a PSMS Spring Break Program, aimed at the college student demographic, will be targeted in 10-20 University based cities from December 1, 2007 through March 1, 2008. This program culminates with its Finals in Cancun, Mexico at the height of the Spring Break season in front of over 500,000 U.S. students at one time!

"I am very pleased to have the opportunity to work with ModelXPO and Tim Pelham, its founder. Tim has been a Regional Pageant Director for the Miss Hawaiian Tropic International Model Search program for the last 12 years and brings a wealth of knowledge to our Model Search program," says Joseph Isaacs, CEO of Diva Bikinis.

"The PSMS program's strongest asset is our unprecedented database of nationwide and international quality contestants," says Tim Pelham, CEO of ModelXPO who maintains an ongoing interaction with models from Hawaiian Tropic, Hooters, Maxim, Playboy, Miss U.S.A., and many professional sports team's Cheerleader organizations to name a few. "The established existing resources of Staff, Models and Promoters in these targeted cities make this aggressive marketing program commensurate with sponsorship support," he adds.

**About Planet One Holdings, Inc.:**

Planet One Holdings owns the exclusive license with Penthouse Media Group, inc. for the manufacture and distribution of Penthouse Swimwear. Penthouse Swimwear by Diva Bikinis launched in 2007 after 5 successful years of operating under the Diva Bikinis brand. Planet One Holdings, through its subsidiary Hitchhiker Media LLC, manufacturers the world's only 3D calendars and produces model searches and fashion shows worldwide to promote its parent company's brands.

All trademarks acknowledged.

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