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[Jessica Alba Threatens to Sue Playboy Magazine](#)

Hugh Hefner's publication used a picture of her in bikini on the cover to make people think she is posing nude or semi-nude inside the magazine

Jessica Alba is threatening to sue Playboy for using a picture of her in bikini on their cover. She claims she flatly refused to pose for the cover and that the magazine lied to obtain a publicity snap from her new movie "Into the Blue". Her lawyers claim that the Playboy cover, next to the headline "25 Sexiest Celebrities", is aimed at making people think she is posing nude or semi-nude inside the magazine. They say she had turned down a large cash offer to pose for the magazine cover. Still, the publication used her image for commercial purposes without her consent and this may cause "immeasurable harm" to her reputation and career. Playboy approached "Fantastic Four" and "Sin City" star last September, telling her publicist that she had ranked very highly on a reader poll and offering a money deal to shoot her for the front page. But the 24-year-old Alba refused. It was agreed Playboy could use a Columbia Pictures publicity shot inside the magazine, but not on the cover. "In featuring Ms. Alba's photograph on the cover of Playboy's March issue, it is clear that Playboy's intent was to create a false belief and/or expectation among the public that Ms. Alba voluntarily appeared in the nude, or semi-nude and that a revealing pictorial of her in contained in Playboy's March issue," Jessica's attorney stated.