



FOR IMMEDIATE RELEASE

Frederick's of Hollywood Group Inc. to Present at Cowen and Company's 9th Annual Consumer Conference on Tuesday, January 11, 2011, in New York City

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New York, New York – January 6, 2011 — Frederick's of Hollywood Group Inc. (NYSE Amex: FOH) ("Company") announced today that it will be presenting at Cowen and Company's 9th Annual Consumer Conference being held at the Westin Times Square Hotel in New York City. Thomas Lynch, Chairman and Chief Executive Officer of the Company, is scheduled to present at 8:00 a.m. ET on Tuesday, January 11, 2011.

A live listen-only webcast of the presentation will be available via the following link: <http://www.wsw.com/webcast/cowen/foh/>. Access to the site is public and the webcast will be available live and by replay for 90 days following the live presentation. The webcast presentation also will be available on the Company's corporate website, www.fohgroup.com, under the Investor Relations section.

About Frederick's of Hollywood Group Inc.

Frederick's of Hollywood Group Inc., through its subsidiaries, sells women's intimate apparel, swimwear and related products under its proprietary Frederick's of Hollywood® brand through 126 specialty retail stores, a world-famous catalog and an online shop at www.fredericks.com. With its exclusive product offerings including Seduction by Frederick's of Hollywood, the Hollywood Exxtreme Cleavage® bra and Hollywood Sizzle Pool Party Swim™, Frederick's of Hollywood is the Original Sex Symbol®.

Our press releases and financial reports can be accessed on our corporate website at www.fohgroup.com

This release is available on the KCSA Strategic Communications Web site at www.kcsa.com.

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