



FOR IMMEDIATE RELEASE:

Frederick's of Hollywood Group Inc. Selects KCSA Strategic Communications as Investor Relations Agency of Record

New York, New York – November 12, 2009 — Frederick's of Hollywood Group Inc. (NYSE Amex: FOH) ("Company") today announced that it has selected KCSA Strategic Communications, a leading New York-based communications firm, as its investor relations agency of record.

KCSA will implement a comprehensive investor relations campaign designed to build greater awareness of the Company's turnaround strategy within the investment community. Over its nearly four-decade history, KCSA has established a strong reputation for its work representing numerous public companies. Todd Fromer, Managing Partner of KCSA, will lead the investor relations program and provide strategic counsel on financial communication matters for Frederick's of Hollywood Group.

"Since becoming CEO of Frederick's of Hollywood Group approximately ten months ago, I have worked with the Board of Directors and the senior management team to implement a comprehensive turnaround strategy for the Company and its brands. Many of the improvements we made earlier in the year are already evident to our investors, including reduced costs and changes in our corporate structure. With some of the most significant operating enhancements expected to take hold during fiscal 2010, we believe that this is the best time to expand our efforts to communicate and interact with shareholders and the investment community at large," said Thomas Lynch, the Company's Chairman and Chief Executive Officer.

"We selected KCSA as our partner for their expertise and strong industry relationships. We are confident that they will provide fundamental support to us in accurately communicating our investment opportunity to potential investors and implementing an investor relations function that meets best practices and industry standards," added Mr. Lynch.

"Frederick's of Hollywood is a premier global brand with tremendous potential for growth and expansion. Our team at KCSA is excited about working closely with management to communicate both the unrealized value of the Frederick's of Hollywood brand and the turnaround that is now underway," said Todd Fromer, Managing Partner of KCSA Strategic Communications.

About KCSA Strategic Communications

Founded in 1969, KCSA Strategic Communications (www.kcsa.com) is an integrated communications agency that helps clients synchronize their brand messages across investor relations, public relations and all other strategic marketing channels. The firm offers its clients a rare opportunity to achieve true brand alignment and develop close, meaningful relationships with their key audiences. KCSA is a founding member of ECP Global (www.ecpglobal.com), an international alliance of premier independent communication consultancies.

About Frederick's of Hollywood Group Inc.

Frederick's of Hollywood Group Inc. conducts its business through its multi-channel retail division and wholesale division. Through its multi-channel retail division, it primarily sells women's intimate apparel and related products under its proprietary Frederick's of Hollywood® brand through 130 specialty retail stores nationwide, its world-famous catalog and an online shop at www.fredericks.com. With its exclusive product offerings including Seduction by Frederick's of Hollywood and the Hollywood Extreme Cleavage® bra, Frederick's of Hollywood is the Original Sex Symbol®. Through its wholesale division, the company designs, manufactures, sources, distributes and sells women's intimate apparel, including sleepwear, robes, leisurewear and daywear, to mass retailers, specialty and department stores, discount retailers, national and regional chains and direct mail catalog marketers throughout the United States and Canada. Current collections include the Cinema Etoile® premium line of intimate apparel and our wholesale line of apparel sold as private label programs.

Forward Looking Statement

Certain of the matters set forth in this press release are forward-looking and involve a number of risks and uncertainties. These statements are based on management's current expectations or beliefs. Actual results may vary materially from those expressed or implied by the statements herein. Among the factors that could cause actual results to differ materially are the following: competition; business conditions and industry growth; rapidly changing consumer preferences and trends; general economic conditions; large variations in sales volume with significant customers; addition or loss of significant customers; continued compliance with government regulations; loss of key personnel; labor practices; product development; management of growth, increases in costs of operations or inability to meet efficiency or cost reduction objectives; timing of orders and deliveries of products; foreign government regulations and risks of doing business abroad; and the other risks that are described from time to time in Frederick's of Hollywood Group Inc.'s SEC reports. Frederick's of Hollywood Group Inc. is under no obligation to, and expressly disclaims any obligation to, update or alter its forward-looking statements, whether as a result of new information, future events, changes in assumptions or otherwise.

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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