



FOR IMMEDIATE RELEASE:

Frederick's of Hollywood Announces a 6.3% Increase in October Comparable Store Sales

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Hollywood, CA (November 3, 2011)—Frederick's of Hollywood Group Inc. (NYSE Amex: FOH) ("Company") announced today that its comparable store sales for the four weeks ended October 29, 2011 increased 6.3% compared to the four weeks ended October 30, 2010. The Company reported a comparable store sales increase of 5.5% for the 13 weeks ended October 29, 2011, compared to the 13 weeks ended October 30, 2010.

"We are making a concerted effort to implement our previously announced strategic initiatives," stated Thomas Lynch, the Company's Chairman and Chief Executive Officer. "The comparable store sales results for October are a continuation of the progress we started experiencing in August and September of this year, during which we reported a 0.2% and 8.7% increase, respectively."

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; working capital needs; 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; risks of doing business abroad; the ability to protect our intellectual property; and the other risks that are described from time to time in the Company's SEC reports. The Company 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.

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 123 specialty retail stores, a world-famous catalog and an online shop at <http://www.fredericks.com/>. With its exclusive product offerings including Seduction by Frederick's of Hollywood and the Hollywood Exxtreme Cleavage® bra, Frederick's of Hollywood is the Original Sex Symbol®.

Our press releases and financial reports can be accessed on our corporate website at <http://www.fohgroup.com>.

This release is available on the KCSA Strategic Communications Web site at <http://www.kcsa.com>.

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