



**FOR IMMEDIATE RELEASE**

## **Frederick's of Hollywood Group Announces Strategic Partnership with Hard Rock Hotel & Casino Las Vegas**

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**New York, New York – May 11, 2010** — Frederick's of Hollywood Group Inc. (NYSE Amex: FOH) ("Frederick's") and Hard Rock Hotel & Casino Las Vegas ("HRH") today announced an integrated marketing and media agreement that will bring together these two sexy and iconic brands for women.

Through the partnership, the two companies will actively promote the young and sexy lifestyle they represent across multiple venues, including social networking, product integration, cross promotion and unique events. Frederick's of Hollywood will receive on-site presence throughout the Hard Rock Hotel & Casino Las Vegas, including event participation at the hotel's hottest clubs and pools, retail presence throughout HRH and featured Frederick's of Hollywood merchandise will be promoted through various HRH sales channels.

"We have entered a strategic alliance by which Frederick's of Hollywood and the Hard Rock Hotel & Casino Las Vegas will enhance each other's brands. With a similar customer demographic and attitude, we have the opportunity to more effectively reach our targeted customer," stated Thomas Lynch, Frederick's Chief Executive Officer. "The partnership embodies the excitement of Las Vegas and the sexy look of Hollywood."

"This is a mutually beneficial partnership for Frederick's of Hollywood and Hard Rock," said Hard Rock Hotel & Casino Vice President and CMO Phil Shalala. "We have created an even greater opportunity for our guests to immerse themselves in the sexy lifestyle we are known for."

Las Vegas-based MEGA, INC. and its President Danny Socolof together with Amrita Sen of Vault Agency facilitated the Hard Rock Hotel & Casino Las Vegas/Frederick's of Hollywood partnership.

### **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 our multi-channel retail division, we primarily sell women's intimate apparel and related products under our proprietary Frederick's of Hollywood® brand through 127 specialty retail stores nationwide, our world-famous catalog and an online shop at [www.fredericks.com](http://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 our wholesale division, we design, manufacture, source, distribute and sell women's intimate apparel throughout the United States and Canada.

### **About Hard Rock Hotel & Casino**

The Hard Rock Hotel & Casino, owned and operated under Morgans Hotel Group and equity partner, DLJ Merchant Banking Partners, is a premier destination resort that offers an energetic entertainment and gaming experience with the services and amenities associated with a boutique luxury resort hotel. Features of the property include an 11-story Hard Rock Hotel tower with 640 guest rooms, 17-story Paradise Tower with 479 guest rooms and the brand new all-suite HRH Tower with 359 suites, eight spa villas and seven penthouses; 70,000 square feet of casino space; 135,000 square feet of flexible meeting and convention space; the luxurious Vanity nightclub, co-owned by baseball legend Jason Giambi; the new Reliquary Water Sanctuary & Spa located directly across from the all-new Brannon Hair salon; The Beach Club with a swimming pool that was selected by the Travel Channel as one of "The Top 10 Pools" in the world; Rehab, the trendsetting Sunday afternoon pool party; the all new Joint by Rogue concert venue; rock club Wasted Space, co-owned by motocross star Carey Hart; a 7,000 square foot Poker Lounge; restaurants including Rare 120 steakhouse, the Tuscan-style Italian eatery AGO, world-renowned Nobu, Pink Taco, Johnny Smalls and the 24/7 diner Mr. Lucky's; numerous cocktail lounges; several retail stores; and the Hard Rock Health Club, a state-of-the-art fitness center. For room availability and additional information call 800.HRD.ROCK (800.473.7625) or visit [www.hardrockhotel.com](http://www.hardrockhotel.com).

### **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](http://www.fohgroup.com).

This release is available on the KCSA Strategic Communications Web site at [www.kcsa.com](http://www.kcsa.com).

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