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Frederick's of Hollywood to Debut Flagship Location in Abu Dhabi

At least 10 Frederick's of Hollywood retail stores to open in six Middle Eastern countries over the next three years

LOS ANGELES, CA – (July 2011) – In July 2011, Frederick's of Hollywood will officially open the doors of its newest flagship store at Mushrif Mall in Abu Dhabi, the lingerie brand's premier Middle Eastern location. An exclusive launch event was held on June 11th to celebrate the upcoming grand opening. Frederick's of Hollywood recently entered into an exclusive multi-year licensing agreement with Safeer Establishment, a subsidiary of Emirates Associated Business Group (EABG), to open at least 10 Frederick's of Hollywood stores in six Middle Eastern countries over the next three years, with additional store openings based on a mutually agreed upon expansion plan.

The 3,500 square foot boutique boasts a luxe shopping environment fit for the high-end clientele the market draws. Gleaming white tile floors, sleek black and white leather accents and, of course, hints of red carpet create a modern, sophisticated and glamorous customer experience. Celebrity designed corsets, provided by Frederick's of Hollywood, from starlets such as Halle Berry, Dita Von Teese and Scarlett Johansson are displayed throughout the store, bringing the allure of Hollywood to this world renowned shopping destination. Product categories available to the Abu Dhabi customer will include lingerie, swimwear and ready-to-wear, with trends focused on bright colors and classic silhouettes such as long satin gowns, chemises and babydolls.

Opening locations in Middle Eastern countries is an exciting first step for Frederick's of Hollywood in its strategy to extend customer reach to new parts of the world. While attending the launch event in June, Thomas J. Lynch, Chairman and Chief Executive Officer of Frederick's of Hollywood Group Inc., stated to guests, "Frederick's of Hollywood has brought so many firsts to the lingerie industry and we are excited to add another to our legacy with the opening of our first international flagship location here in Abu Dhabi. Safer Establishment's ability to translate the glamour of Hollywood and our brand to the Middle Eastern market in the form of this amazing flagship location has been unparalleled."

Raid Abu Hudra, Chief Executive Officer of Safer Establishment, said "Safer Establishment is dedicated and committed to the success of Frederick's of Hollywood, and is working hand-in-hand with the Frederick's team in the United States in order to achieve the goals set for this expansion."

About Frederick's of Hollywood

Frederick's of Hollywood (NYSE Amex: FOH) has been recognized as one of the world's most well known brands, with 123 specialty retail stores nationwide, a world-famous catalog and online shop at www.fredericks.com. By keeping an eye toward modern Hollywood as well as its own legendary history, Frederick's of Hollywood creates innovative, alluring lingerie that is coveted by its customers and celebrities alike. 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®

About Safer Establishment

Frederick's of Hollywood is being brought to the Middle East by Safer Establishment, which was founded to be one of the most prominent retailers in the region by representing international brands covering wide areas of the retail industry. Setting its sights on top-notch, world-class brands, Safer Establishment is having its premiere in the region's retail industry by introducing the first Frederick's of Hollywood stores outside the United States this summer in Abu Dhabi, and soon throughout the GCC. The company plans to enhance its portfolio with other brands in the near future.

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