



FOR IMMEDIATE RELEASE

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**Frederick's of Hollywood Group Inc. Names Former Walmart Executive
as Vice President of Product Development for its Wholesale Division**

New York, New York (June 15, 2009) – Frederick's of Hollywood Group Inc. (NYSE Amex: FOH) ("Company") today announced that Barbara Bakalic has been named Vice President of Product Development of the Company's wholesale division. Ms. Bakalic's responsibilities will include developing and offering a wide array of fashionable intimate apparel choices to mass retailers through brand focus, trend identification and seasonal product line development.

With over twenty years of product development, merchandising and sales experience, Ms. Bakalic spent eight of those years at Walmart as Corporate Brand Manager and then as Product Development Director, where she was responsible for intimate apparel and sleepwear development as well as Junior development. During her tenure there, she successfully led the design and product development team to create and execute new product concepts to increase sales.

"We are very excited to have Barbara join our team. Her extensive product development, merchandising and sales experience and proven success in the intimate apparel industry, specifically the mass market, will be a great asset to us," said Thomas J. Lynch, Frederick's of Hollywood Group's Chairman and CEO. "Barbara has a strong creative vision, and we are looking forward to the impact her leadership and demonstrated ability will have on our wholesale business."

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.

About Frederick's of Hollywood Group Inc.

Frederick's of Hollywood Group Inc. conducts its business through two operating divisions: the multi-channel retail division and the wholesale division.

About the Retail 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 130 specialty retail stores nationwide, our world-famous catalog and an 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. 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®.

About the Wholesale Division

Through our wholesale division, we design, manufacture, source, distribute and sell women's intimate apparel, including sleepwear, robes, leisurewear and daywear, to mass merchandisers, 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.

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