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COLE PET Form 4	ER G											
March 17, 2	.009											
FORM			GEGU	DIFIEC							B APPF	ROVAL
Washington, D.C. 20549					COMMISSI		OMB Numbe	er:	3235-0287			
if no lor subject Section Form 4 Form 5 obligation	Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section)F 4,		ted ave hours p			
<i>See</i> Inst 1(b).	ruction	30(h)	of the I	nvestmen	t Compa	iny A	ct of 1	940				
(Print or Type	Responses)											
1. Name and a COLE PET	Address of Reporting ÈR G	Person <u>*</u>	Symbol FREDI	er Name an ERICK'S IP INC /N	OF HOI	LLY	-	5. Relationshi Issuer	-	eporting all applic		(s) to
(Last) (First) (Middle) C/O FREDERICK'S OF HOLLYWOOD GROUP INC., 1115 BROADWAY, 11TH FLOOR			3. Date of Earliest Transaction (Month/Day/Year) 03/13/2009					X Director 10% Owner X Officer (give title Other (specify below) below) Executive Chairman				
	(Street)			endment, D onth/Day/Yea	-	nal		6. Individual of Applicable Line _X_ Form filed Form filed	e) by One	e Reporti	ng Persor	1
	K, NY US 10010)						Person				6
(City)	(State)	(Zip)	Tab	ole I - Non-	Derivativ	e Secı	irities A	cquired, Dispose	ed of, o	or Benef	ficially (Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)		Date, if	3. Transactio Code (Instr. 8) Code V	(A) or		SecuritiesOwBeneficiallyForOwnedDirFollowingorReported(I)			7. Natu Indirec Benefi Owner (Instr.	et cial ship	
Common Stock	03/13/2009			P(1)	8,162	A (D)	\$ 0.25	302,590	D			
Common Stock	03/16/2009			P <u>(1)</u>	4,702	А	\$ 0.24	307,292	D			
Common Stock								50,000	Ι		Enhai	rmance ncement ers, LLC

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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exerc	isable and	7. Title	e and	8. Price of	9. Nu
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	onNumber	Expiration Da	ite	Amour	nt of	Derivative	Deriv
Security	or Exercise		any	Code	of	(Month/Day/Y	Year)	Underl	lying	Security	Secu
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e		Securit	ties	(Instr. 5)	Bene
	Derivative				Securities			(Instr. 2	3 and 4)		Owne
	Security				Acquired						Follo
					(A) or						Repo
					Disposed						Trans
					of (D)						(Instr
					(Instr. 3,						
					4, and 5)						
									Amount		
						Date	Expiration		or Number		
						Exercisable	Date		of		
				Code V	(A) (D)				Shares		

Reporting Owners

Reporting Owner Name / Address	Relationships							
	Director	10% Owner	Officer	Other				
COLE PETER G C/O FREDERICK'S OF HOLLYWOOD GROUP INC. 1115 BROADWAY, 11TH FLOOR NEW YORK, NY US 10010	Х		Executive Chairman					

Signatures

<u>**</u>Signature of Reporting Person

Peter G. Cole 03	/17/2009
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Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Open market purchase pursuant to a 10b5-1 trading plan adopted by the Reporting Person in accordance with Rule 10b5-1 of the Exchange Act.
- (2) The Reporting Person is the sole member of Performance Enhancement Partners, LLC.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.