COLE PETER G Form 4 July 31, 2008

# FORM 4

#### **OMB APPROVAL**

### UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

**OMB** 3235-0287 Number:

Check this box if no longer subject to Section 16. Form 4 or

January 31, Expires: 2005

### STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES**

Estimated average burden hours per response... 0.5

Form 5 obligations may continue. See Instruction

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

30(h) of the Investment Company Act of 1940

1(b).

(Print or Type Responses)

1. Name and COLE PET	Address of Reporting ΓER G	Symb FRE	ssuer Name <b>and</b> Ticker or Trading bol EDERICK'S OF HOLLYWOOD OUP INC /NY/ [FOH]	5. Relationship of Reporting Person(s) to Issuer  (Check all applicable)			
HOLLYW	(First) (DERICK'S OF OOD GROUP IN YAY, 11TH FLOC	(Mon 07/2 C., 1115	ate of Earliest Transaction hth/Day/Year) 25/2008	_X_ Director 10% Owner _X_ Officer (give title Other (specify below) Executive Chairman			
NEW YOR	(Street)		Amendment, Date Original (Month/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person			
(City)	(State)	(Zip)	Table I - Non-Derivative Securities A	cquired, Disposed of, or	Beneficially Owned		
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, any (Month/Day/Yea	Code (D) (Instr. 8) (Instr. 3, 4 and 5)  (A) or Code V Amount (D) Price	5. Amount of Securities Owner Beneficially Form: Owned Direct Following or Indi Reported (I) Transaction(s) (Instr. 3 and 4)	Beneficial (D) Ownership rect (Instr. 4)		
Common Stock	07/29/2008		$P_{}^{(1)}$ 2,574 A $0.95$	93,035 D			
Common Stock				50,000 I	Held by Performance Enhancement Partners, LLC		

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

(2)

#### Edgar Filing: COLE PETER G - Form 4

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SEC 1474 (9-02)

> 9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr

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. Titl	le and	8. Price of	
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transacti	orNumber	Expiration Da	ate	Amou	ınt of	Derivative	]
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Under	rlying	Security	
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivative	e		Secur	ities	(Instr. 5)	1
	Derivative				Securities			(Instr.	3 and 4)		
	Security				Acquired						J
					(A) or						J
					Disposed						
					of (D)						
					(Instr. 3,						
					4, and 5)						
									Amount		
						ъ.	E		or		
						Date	Expiration	Title	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 10010

X

**Executive Chairman** 

### **Signatures**

/s/ Peter G. Cole 07/31/2008

\*\*Signature of Peter G. Cole

Reporting Person 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.

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