

Worlds of Opportunity From Hollywood With Love

Fredericks of Hollywood,
The Essence of Allure

August 18, 2010

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frederick's
OF HOLLYWOOD



Insight:

No brand captures the essence of Hollywood Glamour better than Frederick's of Hollywood.

The opportunity exists to expand both an immortal brand and a perennially irresistible idea into logical lifestyle brand extensions of a dream come true.

“Glamour is something you can’t
bear to be without once you’re used to it. “

Loretta Young

“Glamour is what I sell; it’s my stock in trade.”

Marlene Dietrich





B ackground

Why Fredrick's of Hollywood?

The Brand: Since 1946 Frederick's of Hollywood has been American women's choice for naughty –but-nice, apparel and accessories. It is the only glamorous brand of its kind – built upon the authentic star-studded sensation of Hollywood.

It is the only brand in its category with mega awareness and penetration via 127 stores, e-commerce, social media, unparalleled event sponsorship and media coverage – as well as direct marketing.

Awareness: Frederick's of Hollywood enjoys an astounding 87% aided awareness rating in the United States and was ranked among the top 100 most recognized apparel brands – surpassing Burberry, Express, Versace, Talbots, Izod and Olga.

Source: 2007. WWD

Support: In addition to 15 million unique visitors to Fredericks.com per year, 20 million catalogues per year, aggressive social media outreach, 127 retail stores and the immeasurable media coverage of star studded events such as the annual Lingerie Art Auction and Fashion show – Hollywood's hottest annual, celebrity fashion event – where stars such as Susan Sarandon, Beyonce, Nicole Kidman, Brooke Shields, Julianne Moore, Charlize Theron, Gwen Stefani, Goldie Hawn, Jessica Simpson, Reese Witherspoon, Halle Berry and Sarah Jessica Parker among many others each contribute celebrity designed corsets for charity auction – 2011 will break new ground in terms of, revolutionary new media growth – adding an additional 100 million impressions, touching consumers of virtually every age, motivation and lifestyle through multiple, highly innovative glamorous and informative touch points.

Supporting Trends: Although Frederick's of Hollywood participates in multiple categories; it remains most closely associated with intimate apparel – an emotionally laden category, popular in good economic times and even more coveted in bad. Sexy is always in style. Lingerie alone remains a \$9.6 million dollar segment. Younger women yearn for a return to feminine allure while mature women and women of every size refuse to relinquish their sexuality in the name of pure practicality. Innerwear as outerwear is a consistent, ever-growing fashion theme around the world with specialty lingerie leading the way.

Evidence of this “return to sexy” is easily seen in many of today’s recent fragrance and cosmetic launches, such as: Marilyn Monroe, from the DNA fragrance group, Nudite Intense by Dita Von Teese and Perrier and Mila Schon’s launch of five fragrances based on decades of glamorous Italian fashion – ’60, ’70, 80, ’90 and ’00. In addition, Lush recently launched a duo of cool solid body tints for the legs called Silk Stockings (lighter shade) and Black Stockings (darker shade). Gucci’s new fragrance launch is dubbed Guilty – drawing upon overt sexual innuendo – utilizing a modern “Hollywood” endorsement.

Unlike any of the afore mentioned brands, Frederick’s Hollywood is not a retro brand nor is it emulating synthetic sexiness. Frederick’s of Hollywood is and forever will be the original and the perennial Hollywood Sex Symbol brand. There is only ONE – the one and only Hollywood-Glamorous, Immortal brand, Frederick’s of Hollywood.

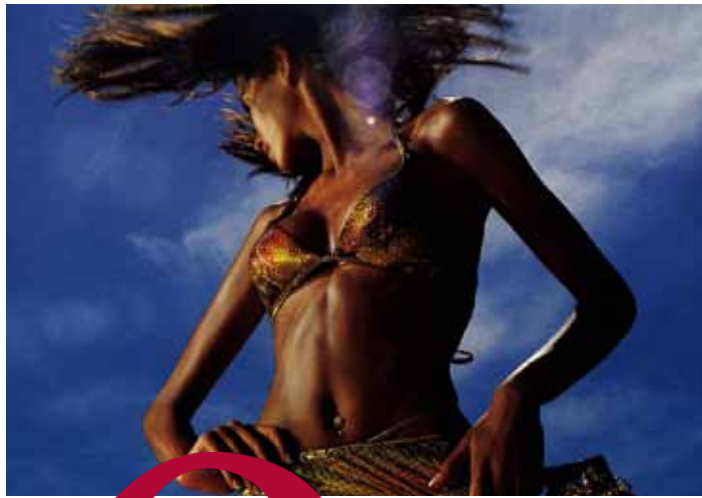


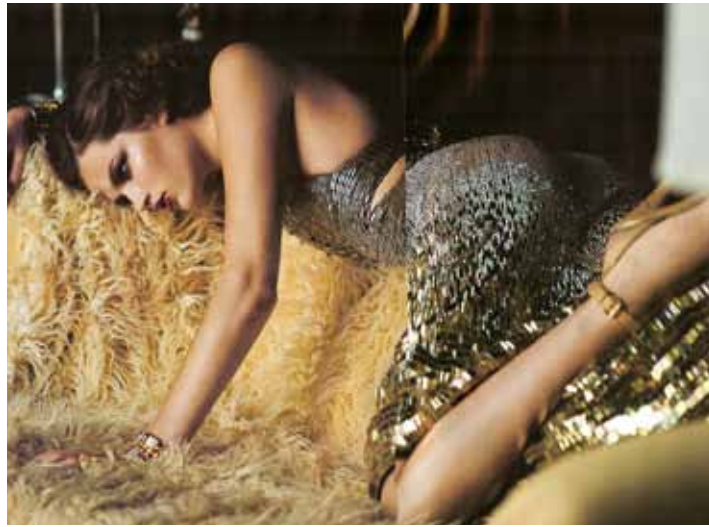
Get
in the Mood

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What Is Frederick's of Hollywood?

Drama So Real,
You Can Almost Feel It.
Glamour So Irresistible You Can
Taste It On Your Tongue.
Setting The Stage.
Getting In The Mood.
A Never-Ending Story of
Stardust and Desire.





GLAMOROUS
 GORGEOUS
 SENSUAL
 SEDUCTIVE
 ALLURING
 LEGENDARY
 MODERN
 CONFIDENT
 DESIRABLE
 PLAYFUL
 PROVOCATIVE
 ORIGINAL
 HOLLYWOOD
 SEX SYMBOL



Opportunity

The opportunity exists to partner with the Frederick's of Hollywood through licensing and other collaborative ventures. Not only will partners benefit from one of the most recognizable, most emotionally-laden, well supported names in Hollywood glamour, they will automatically also gain launching pads for their licensed products through established Frederick's of Hollywood retail venues. In addition, partners will be extended invitations to participate in all of FOH's media vehicles and also leverage FOH's unique relationship with Planet Hollywood in Las Vegas as appropriate.



*P*artnering Opportunities

Although partnership and licensing may assume any number of forms and extend into countless categories, the following immediate opportunities exist. In the case of fragrance, the scent, name and packaging are complete and launch-ready. Advertising, via LBLM Communications, has been provided for demonstration and can be modified subject to prior agreement.

Opportunity Segments

Fragrance

Bath and Body

Make-Up

Candles

Handbags/Leather Goods

Eyewear

Footwear

Denim

Jewelry

Small Accessories



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Fragrance, Bath, Body and Candles

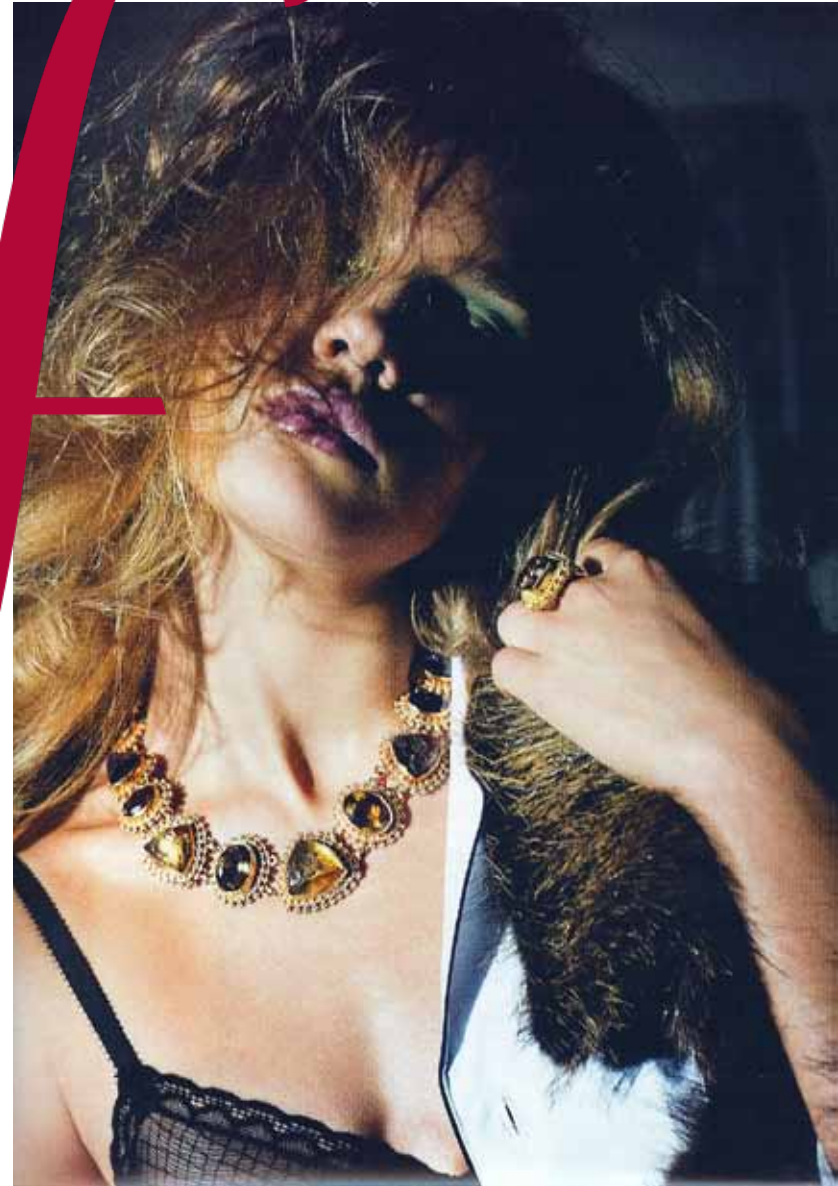
No category is more revealing of the woman inside than fragrance. Today's reclamation of sensuality, femininity and Hollywood glamour reflects the need for women to feel sensual, glamorous and desirable – mirroring the increasing popularity of intimate apparel, trends in fashion and the movement toward egalitarian, democratic sensuality and feminine mystique.

F Fragrance

Concept

F, the unabashedly, unapologetically sexy new fragrance from Frederick's of Hollywood, the brand most associated with larger-than-life glamour was created for the women for whom compromise is not an option.

It is the fragrance of possibility. It is a statement of confidence proclaiming an allure that is timeless – for the romance and desire that is yet to be.





Put
something
on
before
you go out.

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For The Star In You.

Forever Hollywood.
Forever Glamorous.



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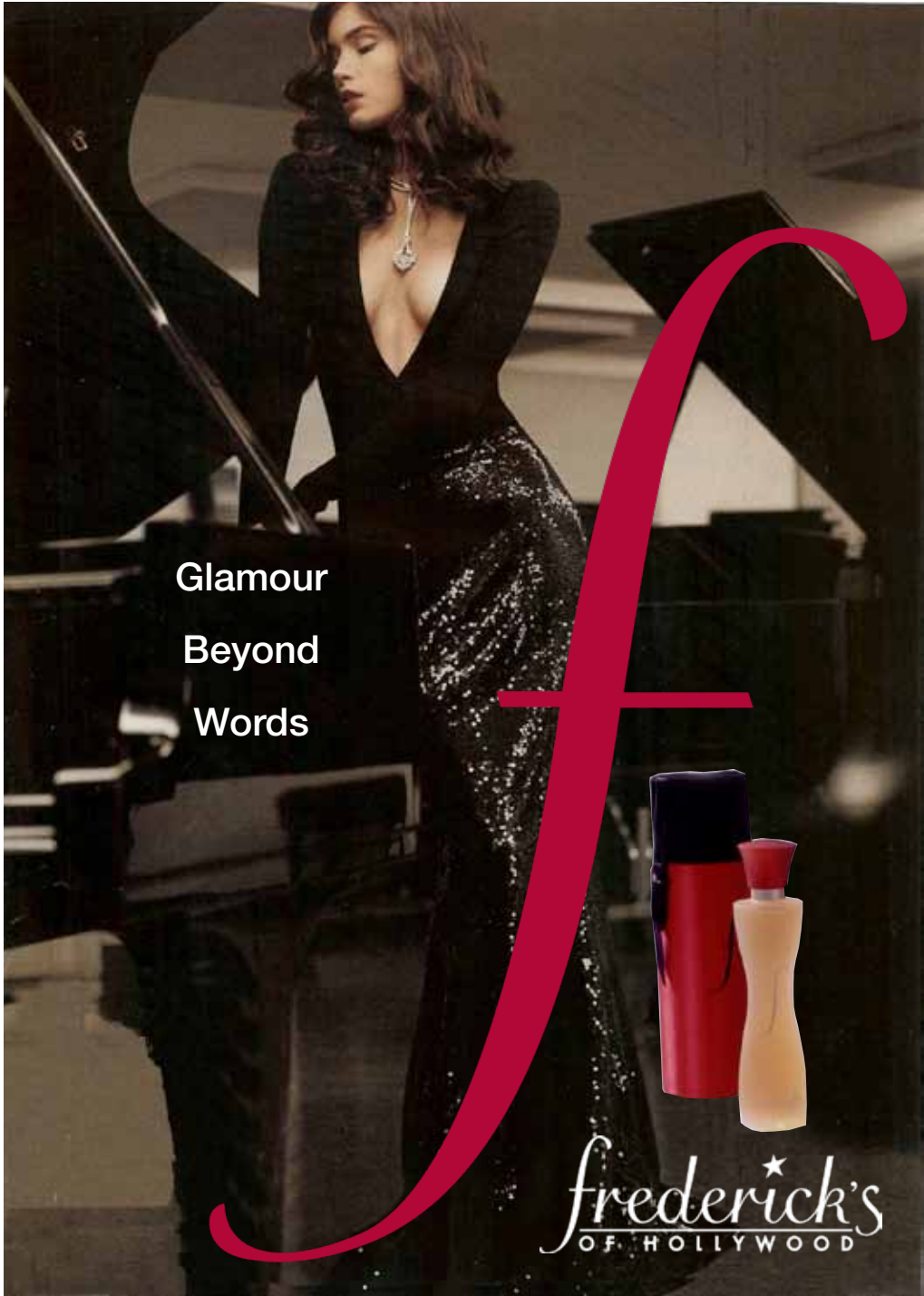


From
Hollywood
with Love.

Ferociously Glamorous. Forever Hollywood.

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Glamour
Beyond
Words

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Bath and Body + Make-Up

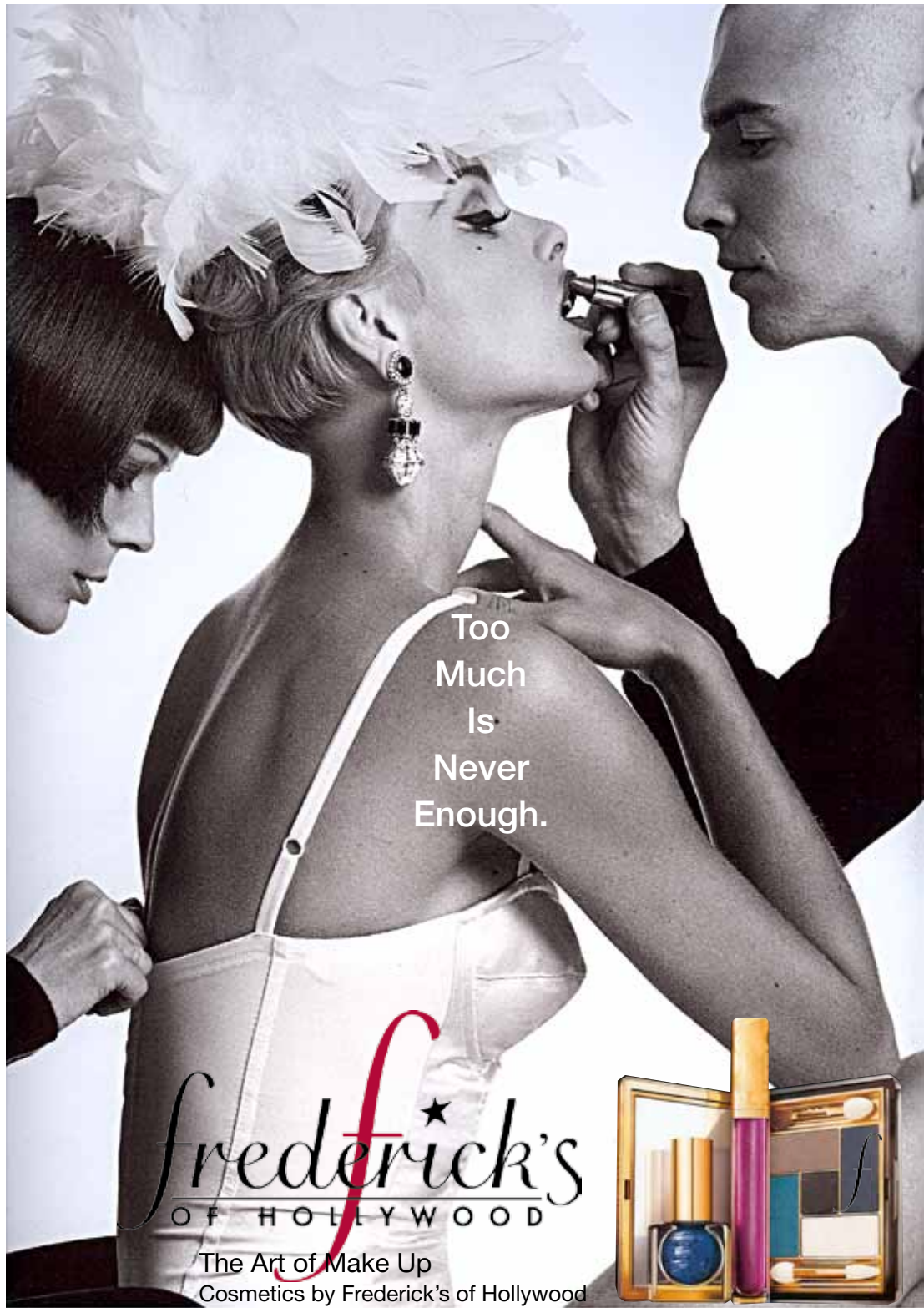
Concept

Body Beautiful and Face Beautiful

Glorify your body and face with sensual products that enhance your natural assets. Irresistible scents, alluring colors and sensuous textures combine with Liquid Spandex technology to mold you into polished perfection.

In Hollywood tradition, beauty is as beauty does. Face and Body Beautiful by Frederick's of Hollywood.

Objects of Desire. The Sensuous Stuff of Dreams.

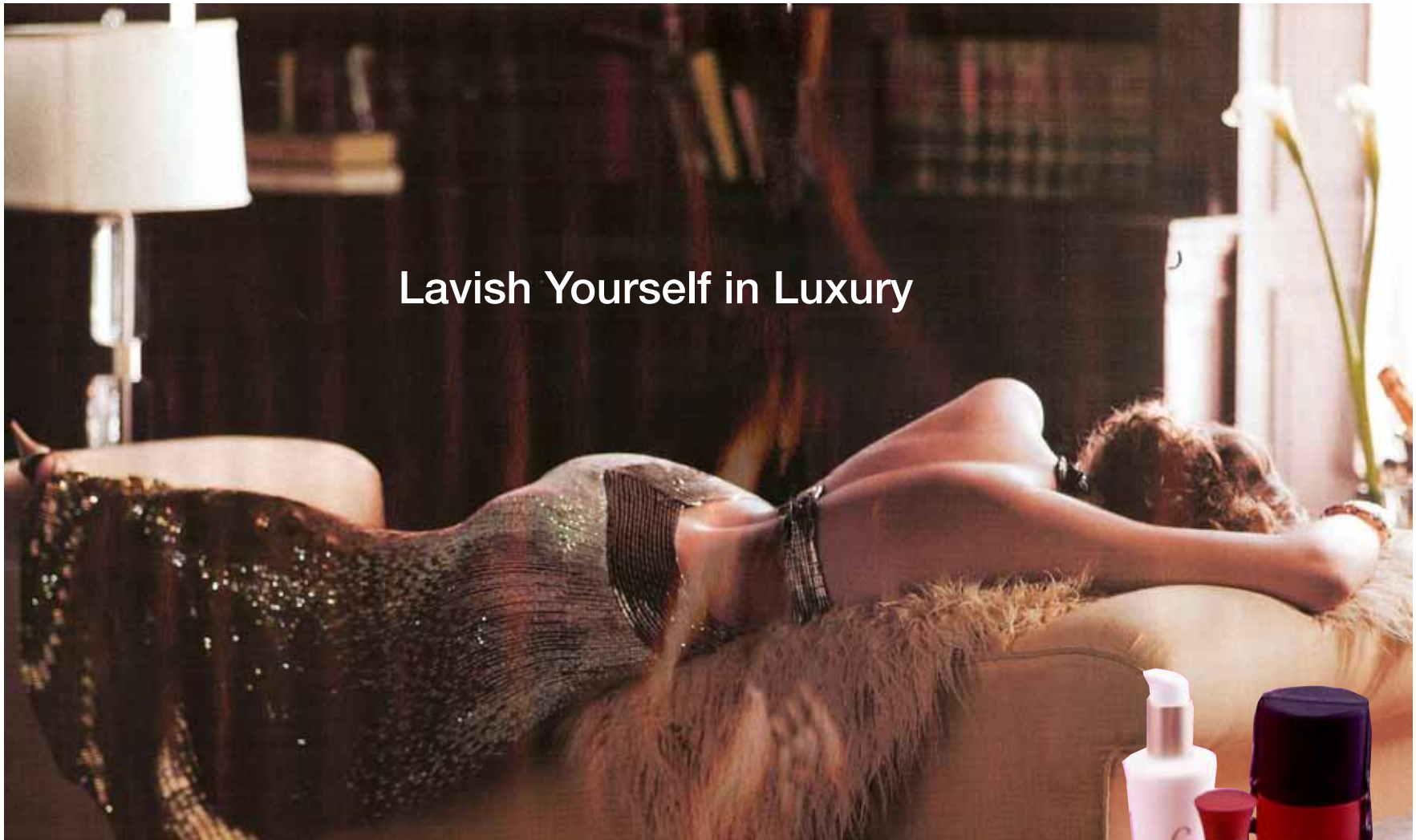


Too
Much
Is
Never
Enough.

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The Art of Make Up
Cosmetics by Frederick's of Hollywood





Lavish Yourself in Luxury

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Frederick's of Hollywood
Home Collection, Candles, Home Fragrance and so much more.

California Dreaming



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Frederick's of Hollywood Bath and Body Collection



*F*andbags, Small *Leather Goods*

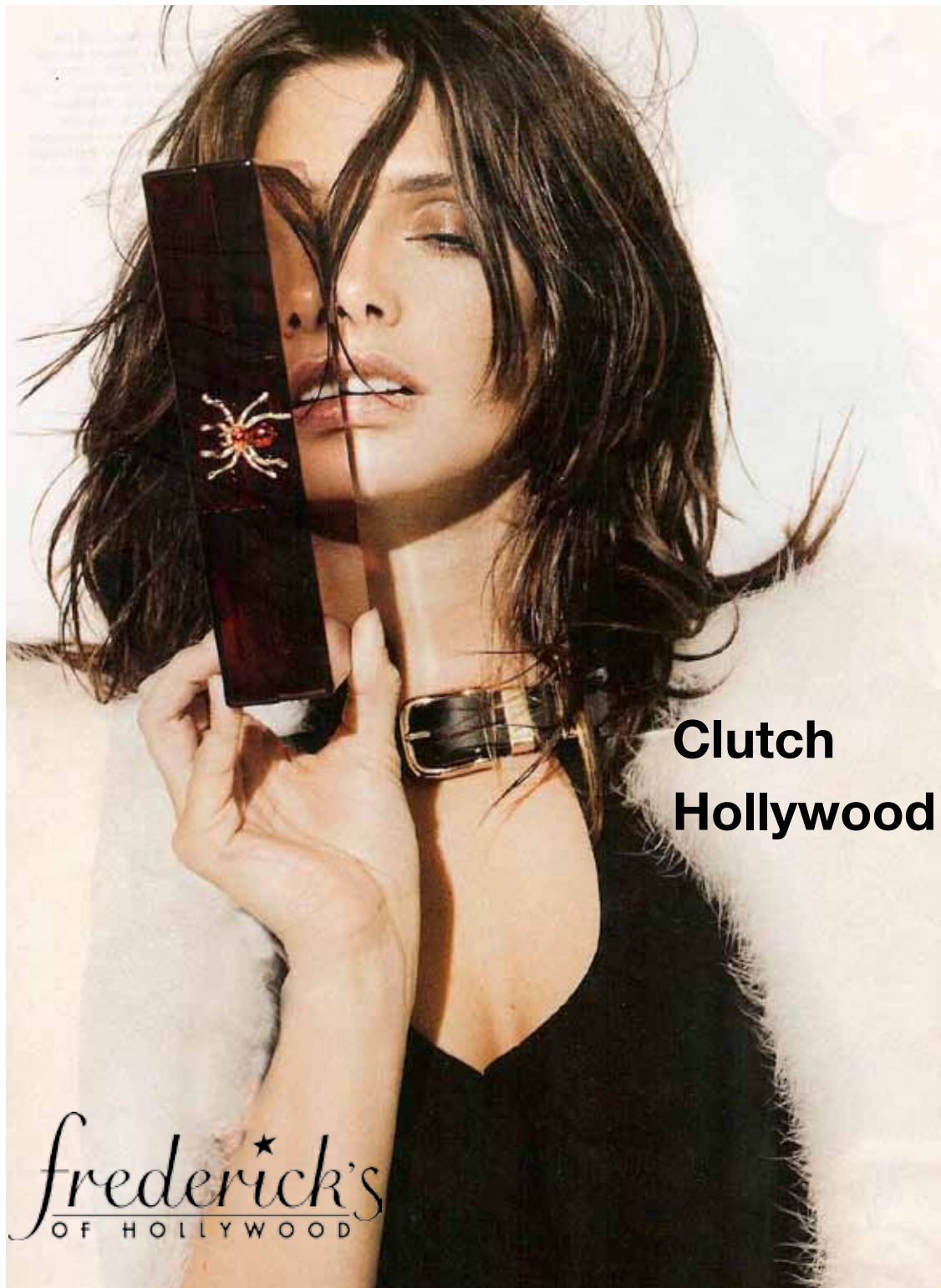
Concept

Clutch the dream. Carry your heart on your shoulder. Frederick's of Hollywood is proud to introduce its handbag-as-jewelry collection. Although specialty totes will be included, the emphasis will be a return to the classic Hollywood clutch. A lipstick, a brush, a phone – encased seductively inside are all you'll ever want and all you'll ever need.

Clutch Hollywood.

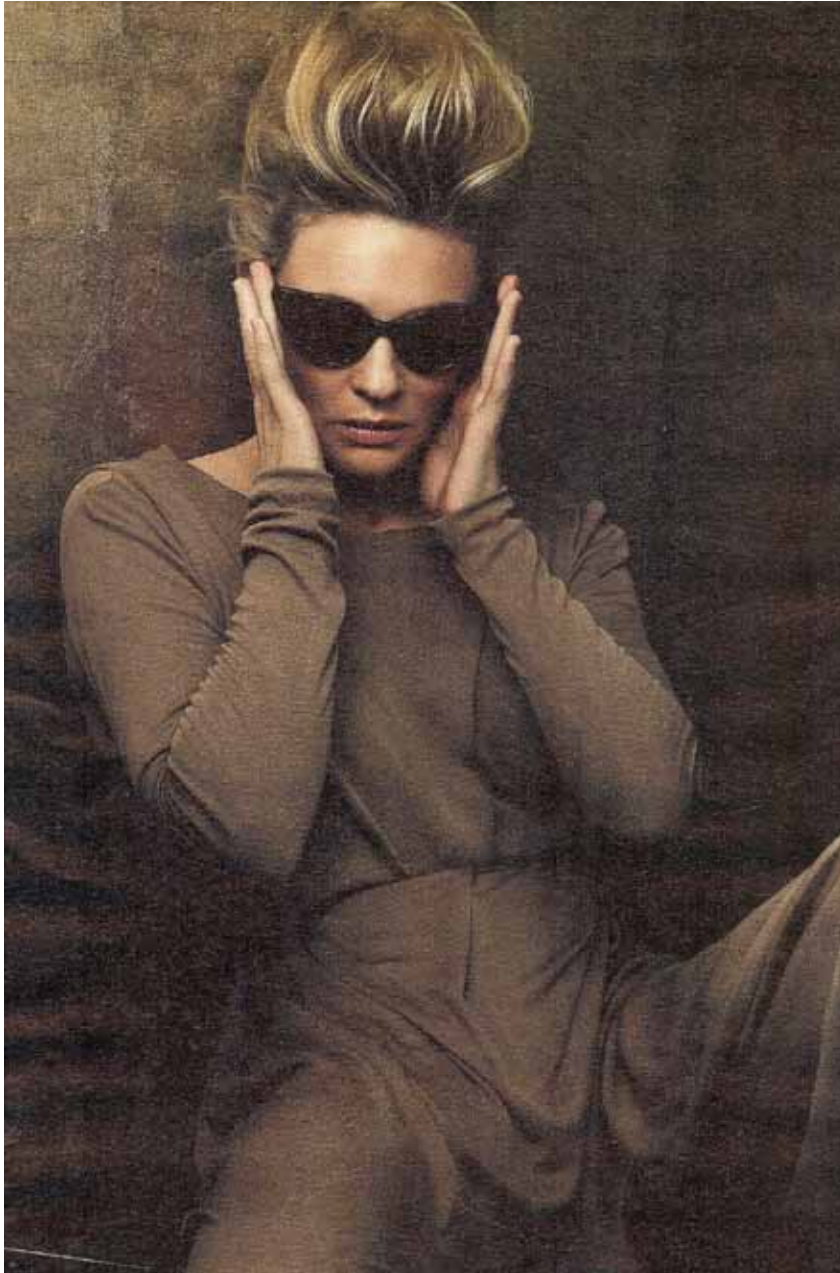
Cling to The Glamour and Never Let Go.

Introducing the Clutch the Dream,
Hollywood Collection of Designer evening bags.
Only from Frederick's of Hollywood.



**Clutch
Hollywood**

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Eyewear

Concept

To see and be seen is the essence of Hollywood glamour. Who better than Frederick's of Hollywood to create sunglasses and prescription frames that go beyond fashion. Brilliant. Beautiful. Breathtaking.

Headlines:

To See Or Be Seen?

The Answer Is Obvious.

Introducing Prescription Frames and
Sunglasses from Fredericks of Hollywood.

The Hollywood Difference.

See and Be Seen.

Introducing Prescription Frames and
Sunglasses from Fredericks of Hollywood.





F ootwear

Concept

Slippers

Gone are the days of fuzzy slippers. When the time calls for the perfect shoe for indoor glamour, recall those fabulous, dazzling shoes that were never meant to touch the ground. Frederick's of Hollywood's intimate shoe collection.

For Feet that Never Touch the Ground.
Introducing Frederick's of Hollywood's intimate slipper collection.

Glamour On The Go Collection

Not every sexy shoe need feature stiletto heels and come only in size six. Frederick's of Hollywood is proud to introduce a new line of ergonomically designed, fashion-forward, special -occasion shoes designed to add a touch of sensuality to any shoe wardrobe. Available in a broad range of sizes.

The perfect fit for your kind of glamour.

For Glamour On The Go

Introducing the anywhere, anytime decadently flattering shoes designed for your size and your style of glamour. Only from Frederick's of Hollywood.



D enim

Concept

Black, Blue and Sexy All Over.

While denim may not instantly conjure up the silver screen, the curvaceous silhouettes and feminine allure made possible by advances in modern denim technology makes denim a natural part of today's Hollywood dream.

Frederick's of Hollywood denim is constructed with the same "hidden secrets" found in its under garments. For the ultimate in derrieres or a tummy that's no longer there – Frederick's Hollywood Denim provides the ultimate in body-loving, body-hugging sex appeal.

Jeans Come True, from Frederick's of Hollywood



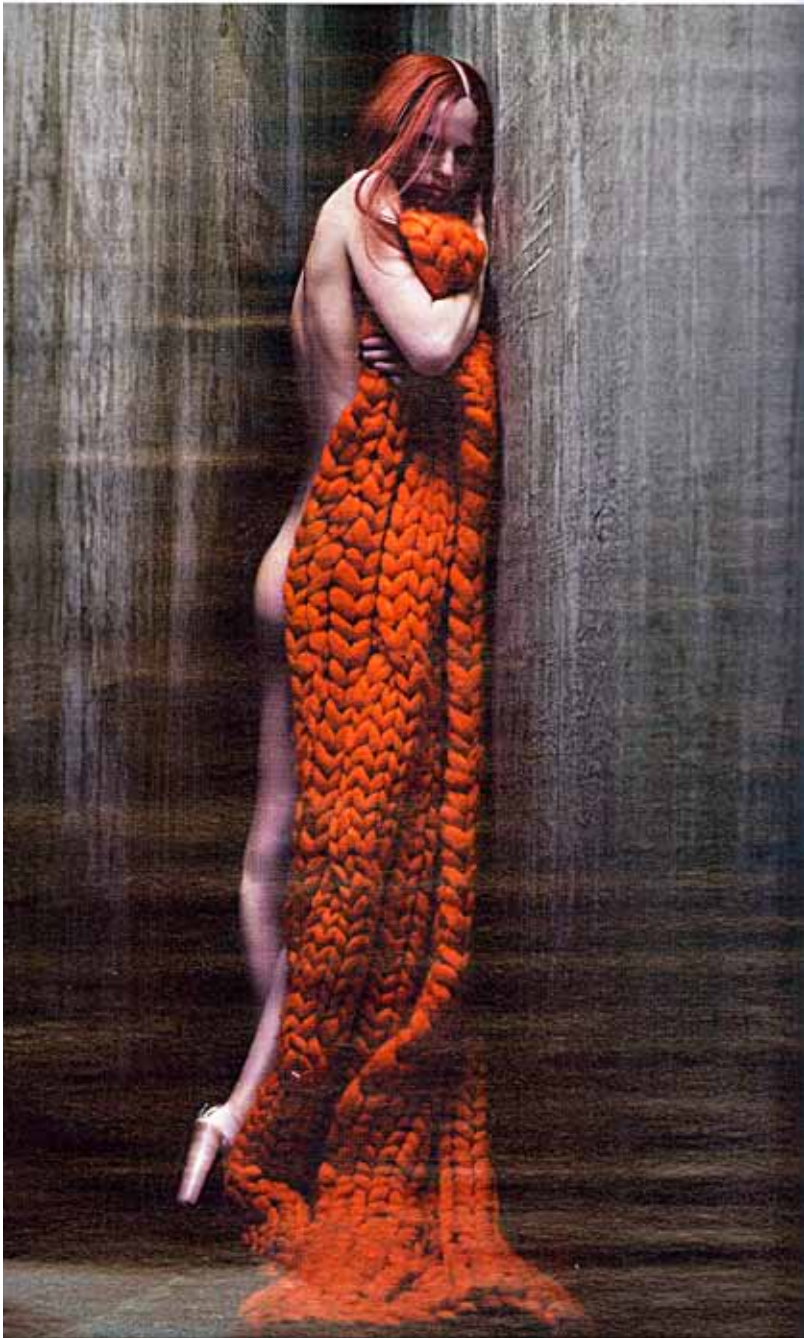
Jewelry

Concept

Starlight Jewelry Collection –
From Frederick's of Hollywood
Alternative: Spotlight Jewelry Collection –
From Fredericks

It's the shine that never ends. It's the light you carry with you. Frederick's of Hollywood's Starlight Jewelry collection – fit for a premier, affordable enough for every day.

Inspired by red carpet dazzle and reproductions of legendary Hollywood masterpieces, Frederick's of Hollywood's dazzling jewelry – irresistible statements of stardust and desire.



Small Accessories

Concept

There are no small roles. Only small actors. The Frederick's of Hollywood Co-Star collection of small accessories such as wallets, key chains, stationary, writing instruments, specialty compacts, overnight bags, hats and scarves provide the props worthy of any siren.

Frederick's of Hollywood's Co-Star Accessories
– Because Too Much of Fabulous
Is Never Quite Enough.

The Blonds



Concept

The Blonds Limited Edition, Exclusive Capsule Collection from Frederick's of Hollywood

Don't dream it. Be it. Such is the attitude of one of Hollywood's most beloved design teams. From Lady Gaga to Rihanna to Madonna and more – Hollywood's "designersto the stars", in an exclusive agreement with Frederick's of Hollywood, create a limited range of capsule collection products across a range of categories lending their image, their following and their talent.

Until now, The Blonds have only sold directly to the stars. Once again, Frederick's of Hollywood is making history, proving:

You Are What You Dare To Dream.
And Dreams Really Do Come True.

“The Blonds” Capsule Collection/Collaboration –
Preliminary Details- Frederick’s of Hollywood to Evaluate
Two Media Plans Are Provided, One with an approximation of this proposal –cost/reach – and the other without.

Current Thoughts:

Phillipe Rollano and David Trujillo (AKA The Blonds) propose to work with Frederick’s of Hollywood in the following way. The Blonds would become the liaison for the Frederick’s of Hollywood customer to the worlds of high fashion and celebrity red carpet dressing. As “ Style Experts” who understand the glamorous and sexy history of Frederick’s, The Blonds would be able to appeal to the FOH’s existing aesthetic as well as bringing something always new and exciting to the customer. The Blonds would like to featured in the catalog year round and really become the faces for the new high-end chapter in the Fredrick’s of Hollywood history

Every time a new collection by the Blonds is featured in the Frederick’s of Hollywood catalogs, there will be a “STYLE REPORT” written by the Blonds about what is going on in the fashion and celebrity worlds and how they translated these trends and feelings into the current collection available exclusively to the Frederick’s of Hollywood customer. These reports would be more like personal letters to the customer with snapshots taken by the Blonds of their travels as insiders in the fashion and celebrity worlds as well as inspirational imagery.

The Blonds will lend their image and likeness to any endorsement FOH makes directly related to the collections they design for FOH. This could be a shoot organized by FOH and The Blonds creative team (MAO PR) or an existing image so long as FOH makes proper arrangements with the photographer who retains the rights to these images.

Below are some of the ideas of how the Blonds could be featured in Frederick’s of Hollywood’s world year-round.

1: Fall/ Winter and Spring/Summer Capsule Collections:

The Blonds would design 2 collections a year to be featured and sold in Fredrick's of Hollywood's catalogs, online, stores, and wholesalers. The collections would follow the timetable of the high-end design industry with shipping for Fall commencing Aug 1-15th and Spring commencing Feb 15th -Mar 1st. The collections could be billed as Frederick's of Hollywood's "Fashion Program with the Blonds" and should follow as many of the guidelines high fashion lines employ (from shipping to imagery to collateral such as labels and hangtags).

The Blonds for Fredrick's of Hollywood would consist of a tightly edited capsule collection of 12-15 items including Camisoles, Teddy's, Bras, Panties, and nightgowns. Initial sketches with fabric swatches will be provided to and approved by FOH. Thereafter, technical sketches of selected items will be sent to FOH production team. The Blonds will be available for first sample fittings, make revisions and be available for final fittings of samples. FOH would be responsible for production of all samples and items sold to stores. The Blonds would also like to have creative input and if possible be present on set when their capsule collection is shot for the catalog.

These items would be the "Luxury" items in the Frederick's of Hollywood catalog. While we do not want to alienate your existing customer, we feel that an increase for very special items would not break her bank. From our research, below is the range of items in your current lines and where we feel The Blonds collection could/ should be at while still being affordable.

FOH Corset range \$25-\$88 / The Blonds Corset Range: \$100-\$400.00

FOH Bra range \$10-\$34 / The Blonds Bra Range \$80-\$200

FOH Panty Set Range \$25 / The Blonds Panty range \$60-\$150.00

FOH Costumes \$70 / The Blonds Costumes \$100-\$400.00

FOH Loungewear \$10-\$54 / The Blonds Loungewear \$150-\$500.00

2: Halloween Collection:

The Blonds propose to design high-end corsets and wearable lingerie to be sold for Halloween. The Blonds feel that this is a perfect opportunity to provide sexy, well made costume items that could be initially bought for Halloween but designed so that the customer would be able to wear the items again in everyday life. Each year, a different theme would be selected (Fairies, Mermaids, Devils, etc) and the Blonds would design corsets, bra/panty sets, or nightgowns in the theme as well as costume accessories such as tiaras, jewelry, headdresses, etc needed to complete a costume look.

3: Holiday Stocking

The Blonds propose to design a Holiday Stocking that would include a lingerie item as well as sexy matching gifts (candy canes in the same colors as the lingerie, a Santa hat matching the lingerie, gloves, etc) to be sold as one unit during the holiday season.

4:Valentine's Day

The Blonds propose to design a line of lingerie to be marketed and sold during the Valentine market with chocolates and other valentine-related merchandise with packaging that match and coordinate with the lingerie (for example, diamond print lingerie with diamond shaped chocolate in a diamond shaped box).

5:The Glamour Girl's Beach Weekend Pack

This kit would have everything a bombshell would need for a mad dash to the beach or poolside. The Blonds propose to design a travel pack including swimwear, beach towels, packaging for sunscreen etc... that FOH could sell in May for the summer months.

SPONSORSHIP OPPORTUNITY

Fredrick's of Hollywood would be offered to participate in The Blonds' spectacular New York Fashion Week shows in return for event sponsorship. The Blonds propose that the seasonal fashion collection they design for the catalog be featured as one of the sections in their show as well as other promotional tie-ins (product placement on the seats, backstage signage, mention in all press releases, logo on invitations, etc). There is also the opportunity for FOH to utilize these show images to promote the items to their customers so long as all usages for photographers and models are negotiated and paid for between FOH and the agencies.

PERSONAL APPEARANCES

The Blonds would be available for personal appearances when Fredrick's of Hollywood gets involved with charities such as the Frederick's Of Hollywood Celebrity Corset Auction, act as spokespeople when needed, or host special events (such as the runway shows in specific markets like Las Vegas, Los Angeles, and Miami) that would be mutually beneficial to both entities.

For the above services, The Blonds would require a yearly salary from Fredrick's of Hollywood as well as a percentage of sales. The Blonds would also require to utilize their own Stylist (Brenden Cannon) and creative team (MAO PR) in addition to the Fredrick's of Hollywood team and they would require an additional fee to our salary.

Cannon has been responsible for styling the past 3 Blonds shows in New York as well as the LifeBall show The Blonds head-lined last year in Vienna, Austria.

MAO Public Relations has worked as the creative team, imagists, management and publicists for The Blonds since their inception. They are responsible for all the editorial coverage and celebrity dressing as well as sponsored collaborative projects The Blonds have had in the last 5 years. In the case of the Blonds/ FOH collaboration, MAO would be responsible for handling the outreach to the high-end fashion industry and celebrities to attain press on the collaboration in these new markets FOH is seeking. They would of course work closely with any pre-existing in-house press FOH may be retaining.

FOH would also, in addition to salaries and above fees, cover all expenses (such as fed ex, airline and accommodations when The Blonds must travel to FOH facilities, messengers, etc). Salaries and sponsorships to be discussed.

EXPANDED 2011 MEDIA

In addition to already impressive media support, Frederick's of Hollywood will pioneer new ways of "touching" consumers.

Solidifying its Hollywood heritage/equity, Frederick's of Hollywood will be the focus of Resort and Residence Television's February and June programming. R&R currently reaches 70 million viewers. In addition to being the focal point of a half hour documentary, FOH will be thematically included via additional content and commercial integration. The subject of the documentary will be "Hollywood Undercover – The Frederick's of Hollywood Story" with a focus on sexy, Hollywood glamour. Product placement will be built in and licensees will be provided gratis media time in which to promote the newly created, licensed brands and air newly created creative.

Girlsguidto.com <<http://Girlsguidto.com>> is the "ladies only" social advice platform providing women real time advice wherever they are and whenever they need it. We are the women's only real time encyclopedia that allows women to address all of the topics in their life from personal issues (love, sex, health) to real world advice (fashion, city/travel guides, finance). With over 40,000 female members and over 115,000 fans on its Facebook page <http://facebook.com/girlsguideto> with over 115,000 fans. FOH will be supported via Brand Sponsored Vertical Messages – Taking over entire content for the category.

- Branded Content – Sponsored question and/or "expert" branded answers or articles
- Virtual Focus Group/Polling: Sponsored polls/quizzes branded for FOH branded product.
- Video/Question of the Day that is rolled out on site and fan pages.
- Facebook Application that will integrate into GGT page and drive users to Frederick's website

David's Bridal co-branded direct mail, web and viral advertising will overtly solidify Frederick's of Hollywood branded product 's association as the perfect bridal or bridal part gift.

A new technology, referred to as a "Brand Mini" will be introduced. The technology will allow a select range of products to literally be lifted from the e-commerce portion of the branded product's site by consumers – and then actually conduct commercial transactions via their personal social media sites. Fredericks of Hollywood will be the first in its category to apply next-generation "Avon" style, consumer-to-consumer sales. Consumers' sales will be monitored with branded rewards built in as an incentive.

Editorial updates and day-to-day social media messaging will be conducted every day – at least 4 times a day expanding the full lifestyle aspect of the brand.

Media Chart

Overview-Full Chart

FREDERICKS OF HOLLYWOOD Non-Traditional Media BUDGET														
OPTION 1														
	Total Reach for Program	January	February	March	April	May	June	July	August	September	October	November	December	Total Cost
PR SERVICES														
K+K PR Services: Product Placement/Editorial Placement, Social Network Placement/Posting, etc.	22,500,000	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 96,000.00
Editorial Events	N/A		\$ 15,000.00							\$ 15,000.00				\$ 30,000.00
WEB														
Brand Mini	20,000,000	\$ 20,000.00												\$ 20,000.00
Girls guide to Blog	20,000,000	\$ 20,000.00	year long program											\$ 20,000.00
SPONSORSHIPS														
CoBranded Initiative with David's Bridal	40,000,000			\$ 49,500.00						\$ 49,500.00				\$ 99,000.00
BROADCAST														
Documentary R&R Network			\$ 95,000.00	FEB - romantic get-aways -focus Hollywood and Fredericks			\$ 45,000.00	June Wedding Getaways - sponsored by Fredericks - replay of Feb. documentary						\$ 135,000.00
	82,500,000													TOTAL \$ 400,000.00
FREDERICKS OF HOLLYWOOD MEDIA BUDGET														
OPTION 2														
	Total Reach for Program	January	February	March	April	May	June	July	August	September	October	November	December	Total Cost
PR SERVICES														
K+K PR Services: Product Placement/Editorial Placement, Social Network Placement/Posting, etc.	22,500,000	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 96,000.00
Editorial Events	N/A		\$ 15,000.00							\$ 15,000.00				\$ 30,000.00
WEB														
Brand Mini	20,000,000	\$ 20,000.00												\$ 20,000.00
Fashion Show/ Webcast	20,000,000		\$ 75,000.00							\$ 75,000.00	auction - could shift show to Oct			\$ 150,000.00
Girls guide to Blog	20,000,000	\$ 20,000.00												\$ 20,000.00
SPONSORSHIPS														
CoBranded Initiative with David's Bridal	40,000,000			\$ 49,500.00						\$ 49,500.00				\$ 99,000.00
BROADCAST														
Documentary			\$ 95,000.00				\$ 45,000.00							\$ 135,000.00
	102,500,000													TOTAL \$ 550,000.00

Media Chart-Breakdown

FREDERICK'S OF HOLLYWOOD MEDIA BUDGET							
OPTION 1	Total Reach for Program	January	February	March	April	May	June
PR SERVICES							
K+K PR Services: Product Placement/Editorial Placement, Social Network Placement/Posting, etc. - focussed, dedicated social media empahsis	22,500,000	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00
Editorial Events	N/A		\$ 15,000.00				
WEB							
Brand Mini	20,000,000	\$ 20,000.00					
Girls guide to Blog		\$ 20,000.00					
SPONSORSHIPS							
CoBranded Initiative with David's Bridal	40,000,000			\$ 49,500.00	bridal media partnership and direct outreach		
BROADCAST							
R&R documentary - sponsorship -spots -e-commerce			\$95,000.00				\$ 45,000.00
	82,500,000						
FREDERICK'S OF HOLLYWOOD MEDIA BUDGET							
OPTION 2	Total Reach for Program	January	February	March	April	May	June
PR SERVICES							
K+K PR Services: Product Placement/Editorial Placement, Social Network Placement/Posting, etc. - focussed, dedicated social media empahsis	22,500,000	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00
Editorial Events	N/A		\$ 15,000.00				
WEB							
Brand Mini	20,000,000	\$ 20,000.00					
Fashion Show/ Webcast	20,000,000		\$ 75,000.00				
Girls guide to Blog		\$ 20,000.00					
SPONSORSHIPS							
CoBranded Initiative with David's Bridal	40,000,000			\$ 49,500.00	bridal media partnership and direct outreach		
BROADCAST							
Documentary			\$ 95,000.00				\$ 45,000.00
	102,500,000						

Media Chart-Breakdown -con't

July	August	September	October	November	December	Total Cost
\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 96,000.00
		\$ 15,000.00				\$ 30,000.00
						\$ 20,000.00
						\$ 20,000.00
		\$ 49,500.00				\$ 99,000.00
						\$ 135,000.00
					TOTAL	\$ 400,000.00

July	August	September	October	November	December	Total Cost
\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 96,000.00
		\$ 15,000.00				\$ 30,000.00
						\$ 20,000.00
		\$ 75,000.00				\$ 150,000.00
						\$ 20,000.00
		\$ 49,500.00				\$ 99,000.00
						\$ 135,000.00
					TOTAL	\$ 550,000.00

Frederick's of Hollywood

Next Steps:

Hollywood or Bust

