



NEWS from

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# The Boston Globe

March 24, 2009

## BUSINESS NEWS UPDATES

### Fireman Capital makes its first investment

Fireman Capital Partners, a new private equity firm whose founders include former Reebok International Ltd. chief executive Paul Fireman, said it is making its first investment, and the recipient of that investment is Hudson Jeans, a Los Angeles company that markets premium jeans favored by many celebrities.

In partnership with Webster Capital, Fireman Capital said it is investing about \$30 million in Hudson Jeans. According to its website, Fireman Capital has offices in Boston and Florida. According to its website, Webster Capital has offices in Waltham.

Paul Fireman is shown at right in a 2005 AP file photo.

Other partners in Fireman Capital include Ed Eskandarian, chairman of the Boston-based ad agency Arnold Worldwide, and Stacy Madison of Stacy's Pita Chips fame, Fireman Capital said.

Fireman Capital Partners is led by Fireman, Fireman's son Dan, and Andrew Spellman, a former vice president at Goldman Sachs, the firm said in a press release.

In 2006, Reebok was sold to the German sportswear company Adidas Group for \$3.8 billion; at the time, it was estimated that Paul Fireman and his wife stood to make nearly \$800 million from the sale.

(By Chris Reidy, Globe staff)

