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**FORMER REEBOK CEO PAUL FIREMAN LAUNCHES FIREMAN CAPITAL PARTNERS
AND ANNOUNCES MAJOR INVESTMENT IN HUDSON JEANS WITH PARTNER
WEBSTER CAPITAL**

-Newly Formed Private Equity Group Seeks to Grow Hudson Jeans Brand-

Boston, MA (March 24, 2009) – Former Reebok CEO Paul Fireman has announced the formation of Fireman Capital Partners (FCP), a private equity firm that will seek opportunities with innovative and progressive brands. In addition to the formation of the company, Fireman Capital Partners in partnership with Webster Capital, announce their investment in Hudson Jeans, the Los Angeles-based premium denim company.

About the Hudson Jeans Deal

Founded in 2002 by CEO Peter Kim, Hudson Jeans has quickly become a leader in the premium denim market and is a must-have brand among fashion conscious celebrities, influencers, and tastemakers. Hudson's differentiated brand position and product offerings, coupled with its leading retailer relationships, position the company to expand its reach across the U.S. and global market. Fireman and Webster are seeking to capitalize on Hudson's momentum and will provide the company with access to knowledge and expertise throughout their various networks to ensure Hudson reaches its potential.

Irony would have it that FCP's first foray into a consumer investment, Hudson Jeans, would feature a similar logo like the opportunity FCP Chairman Paul Fireman envisioned when he aimed to take a consumer product, Reebok, from a running shoe with a Union Jack logo to the powerhouse global brand it is today.

"Hudson is founded on the principles of product that makes a difference and creates excitement. In reaching out to potential strategic partners, such as FCP, I knew Peter Kim and his team had the right frame of mind, said FCP Chairman Paul Fireman. "Achieving the potential the business has today is not a forgone conclusion and will require a great deal of thought and hard work. We look forward to being the partner the Hudson team expects us to be and enjoying success together."

"What has impressed me the most is how Hudson has been able to achieve such well rounded success, said FCP's Managing Partner Dan Fireman. "The entire team has made calculated decisions over the years which have put them in the place they are today. They have been rigorous, prudent, and tenacious across the board in managing their business and the results are there to show for it."

Don Steiner, Managing Partner of Webster Capital said "we are excited to be working together with Fireman Capital and the Hudson team. We believe that Hudson has great management, a strong market position, loyal customers and an opportunity to build a leading apparel brand."

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Hudson's Founder and CEO, Peter Kim states, "Nothing is more powerful than the right partnership and I feel a true alignment and connection with Fireman Capital Partners and Webster Capital. Hudson has always been about great product and we have experienced tremendous success over the years. Now is the time to focus in on branding and to start planting seeds in other avenues to grow the offering and reach of the company, and with this new alliance, it brings invaluable expertise, infrastructure, and financing – all the elements needed to take Hudson Jeans to new heights. It is too early to say what and when, but when we are ready, it will be right."

About Fireman Capital Partners

FCP is lead by Paul Fireman, Dan Fireman and Andrew Spellman. Rounding out the team are Joel Brenner (Partner); Ed Eskandarian (Director) and Jamie Hudson (Managing Director); David Lipman, Stacy Madison, Lisa Ellis, Joseph Farina and David Lowe (Operating Partners). FCP was conceptualized by Paul Fireman, Dan Fireman and Andy Spellman. FCP's focus has been to build a platform of professionals, relationships, capital, resources and expertise that would help well established businesses achieve new potential and possibility.

Founded in 2008, Fireman Capital Partners is a private equity investor in consumer products, film and real estate sectors. FCP invests in projects that leverage the firm's capital, expertise, and relationships. For additional information on Fireman Capital Partners please visit www.firemancapital.com.

About Webster Capital

Webster Capital was founded in 2003 by partners Don Steiner, Andrew McKee and Charlie Larkin and in 2007, David Malm joined the team. The partners have extensive operating and investing experience in branded companies such as Sundance, Frontgate, Barney's NY, Garnet Hill, Hear Music, Overseas Adventure Travel, Ballard Designs and Norm Thompson Outfitters as well as leading health care and business to business companies (Comfort Keepers, Jan-Pro, MooreCo, Bright Horizons, Nextel etc). Webster Capital invests in and acquires growing companies with strong brands. Please visit www.webstercapital.com.

About Hudson Jeans

Hudson Jeans is inspired by the idea that the right pair of jeans should be both flattering and lavishly comfortable, while naturally complimenting individuality and sense of style. Known for unparalleled fit and craftsmanship, the iconic Union Jack logo and signature triangle flap back pocket, Hudson Jeans has become a leading innovator in the premium denim market. Hudson delivers a product of uncompromising quality, value, and integrity in the tradition of fine British couture craftsmanship. Created from the best premium denim from the finest mills in Europe, all Hudson products are hand finished and tailored to be truly one-of-a-kind pieces.

Since its debut in 2002, Hudson has quickly earned a reputation among celebrities, tastemakers and influential style mavens. Hudson Jeans has been established as the must-have item in every 'it' person's closet. Hudson can be found in some of Hollywood's most desirable wardrobes, including: Gisele Bündchen, Rachel Bilson, Jessica Biel, Sienna Miller, Jessica Alba, Angelina Jolie, David Beckham, and Jude Law – to name a few.

Hudson Jeans can be found in select stores and premium boutiques in over 25 countries worldwide. Visit www.hudsonjeans.com.