

FCP

FIREMAN CAPITAL PARTNERS

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For Immediate Release

Boston, MA, (May 26, 2009) - - Liam Patrick was named Managing Director of Fireman Capital Partners (FCP) it was announced today.

Liam will be responsible for M&A and investor relations activities for FCP and its investment vehicles.

“We are delighted to add Liam to our FCP team,” said Dan Fireman, FCP Managing Partner. “Liam’s knowledge of the M&A industry and consumer products combined with his tenacious work ethic made him a natural fit for our growing firm.”

Prior to joining FCP, Liam worked for private equity firm Rhône Group, investing from € 2.8bn in committed capital. At Rhône, Liam held broad responsibilities in portfolio management and evaluation of investment opportunities across multiple sectors, including consumer, media, industrials and financial services. Liam also worked at Lazard for three years in M&A and strategic advisory, in both New York and Paris and with a primary focus on consumer products; he advised on M&A totaling over \$2.5bn. He also worked in marketing for Diageo plc. Liam holds a BA in Economics from Pomona College and an MBA from Harvard Business School. Liam has lived in four countries and traveled to over 35. His diverse personal background includes being captain of the HBS Rugby Club and climbing Mt. Kilimanjaro.

“I am very excited to join Fireman Capital Partners. The firm is uniquely positioned to create investment value through the breadth, experience, creativity, and connections of its deep management and operating team,” said Patrick.

About Fireman Capital Partners

Founded in 2008 by Paul Fireman, Dan Fireman, and Andrew Spellman, 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.

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