



For Immediate Release

**GOLDEN GATE CAPITAL AND CIRCLE PEAK CAPITAL  
ANNOUNCE ACQUISITION OF PASSION SPORTS**

SAN FRANCISCO, CA AND NEW YORK, NY -- May 22, 2008 -- Golden Gate Capital and Circle Peak Capital announced today the acquisition of Passion Sports by portfolio company Rocket Dog Brands LLC. Since 2001, Passion Sports has been Rocket Dog's exclusive European distribution partner with an extended sales network of over 300 customers in 19 countries. Terms of the deal were not disclosed.

Based in London, UK, Passion Sports has played an instrumental role in Rocket Dog's strong international growth and brand equity. The company's extensive European reach will continue to fuel Rocket Dog's international expansion into under-penetrated markets, including Italy, Belgium, Scandinavia, Czech Republic, and Poland, while solidifying the Rocket Dog brand on the European continent.

"Rocket Dog has enjoyed strong international growth as a result of Passion Sports' superb distribution network. The integration of Passion Sports will provide a European foothold to accelerate Rocket Dog's expansion through additional line extensions and platform acquisitions of European footwear brands," said Circle Peak Capital Partner John Poerink.

Passion Sports was founded by industry veteran Tony Greenfield, who previously managed the distribution and growth of the Skechers brand in Europe.

**Golden Gate Capital**

Golden Gate Capital is a San Francisco-based private equity firm with approximately \$9 billion of capital under management. Golden Gate Capital is dedicated to partnering with world-class management teams to invest in change-intensive, growth businesses. Golden Gate targets investments in situations where there is a demonstrable opportunity to significantly enhance a company's value. The principals of Golden Gate Capital have a long and successful history of investing with management partners across a wide range of industries and transaction types. For additional information, visit [www.goldengatecap.com](http://www.goldengatecap.com) or call 415.627.4500.

**Circle Peak Capital**

Circle Peak Capital is a New York City- based private equity investment firm founded in 2002 that invests in established mid-sized private branded companies in the consumer and asset management sectors. Circle Peak Capital's principals and advisors are experienced in investing in, managing, operating and advising companies with between \$50 million and \$500 million in sales. Circle Peak Capital's investment portfolio includes WealthTrust, Luxury Optical Holdings and Shari's Restaurants, among others. The company is dedicated to partnering with proven management teams, building profitable and sustainable businesses, and realizing significant



returns on capital for its principals, management teams and investors. For additional information, visit [www.circlepeakcapital.com](http://www.circlepeakcapital.com) or call 646.230.8812.