



NEWS RELEASE

For release: Immediately

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**Friedman Stroffe & Gerard represents
action sports apparel company Brixton
in investment deal
with Altamont Capital Partners**

IRVINE, CA, NOVEMBER 4, 2014 --- Brixton, an Oceanside-based lifestyle apparel company, has announced a partnership with investment firm Altamont Capital Partners to support the company's continued growth and development.

Friedman Stroffe & Gerard, P.C. partner **Bryan Friedman** and associate **Jennifer Stroffe** represented Brixton in all legal aspects of the transaction. Financial terms of the agreement will not be disclosed.



Brixton is a skate, surf and streetwear apparel brand founded in 2004 by Jason Young, David Stoddard and Mike Chapin. After five years of focusing on the headwear business, the Brixton brand soon expanded into select apparel pieces to meet growing demand. The growth in apparel soon matched the growth in headwear, and today Brixton is on-track to continue to expand the business both in terms of



product breadth and geography. Altamont Capital Partners is a private investment firm based in the San Francisco Bay Area with over \$1 billion of capital under management. Altamont is focused on investing in middle market businesses where it can partner with leading management teams to help its portfolio companies reach their full potential. The firm's principals have significant experience building business success stories across a range of industries including financial services government services consumer/retail industrials and healthcare.

Friedman Stroffe & Gerard, P.C. is a full-service business law firm representing domestic and foreign clients (from corporations listed on national and regional stock exchanges to family owned businesses and individuals) in a wide variety of business transactions and litigation matters. Members of the firm have worked as in-house attorneys or in other senior executive positions in the business arena and use that knowledge and "hands-on" experience to analyze and solve clients' legal problems. The firm's practice groups include: Corporate & Business, Intellectual Property, Real Estate & Construction, Litigation, Employment & Labor, and Tax & Estate Planning.