

MOUNTAIN KHAKIS

JACKSON HOLE • WYOMING

Built for the Mountain Life™

MOUNTAIN KHAKIS® ANNOUNCES "IT'S ALIIIVE!!!!"

(Jackson Hole, WY – March 16, 2010) Mountain Khakis®, a premier outdoor-lifestyle apparel brand "Built for the Mountain Life", proudly announces the unveiling of their website's fresh, new look.

In the immortal and timeless words of Mel Brooks and Dr. Frederick Frankenstein, "IT'S ALLLLLLLIVE...!!!!!!!"



The stunning and talented Mountain Khakis® team is bellowing this same proclamation in the wake of the launch of their *completely* redesigned **website**.

Timed in perfect accord with the launch of their new **Snake River** technical-performance collection, MK's new site highlights their foray into the technical apparel market.

To support the introduction of this new collection, MK has teamed up with 5-star river outfitter, **Winding Waters River Expeditions** for the "Snake River-Hells Canyon Whitewater Expedition **Sweepstakes**". One grand prize winner and their lucky guest will embark on a 3-day, 3-night world-class rafting expedition on Hells Canyon's class III/IV Snake River. They'll also win gear and garb from Pacific Outdoor Equipment, AIRE & Outcast, and Snake River Brewery. [YOU could win! Enter here www.mountainkhakis.com/sweepstakes]

But getting back to the website...

With this new site, MK specifically addressed their growing dealer base. According to MK Sales Manager & newby Daddy-o, Martin Wilkinson, "One of the primary goals for the redesigned site was to support our dealers with a comprehensive resource for all-things MK. We've incorporated several key features that provide our dealers quick access to MK support tools." The **Dealer Locator** is quickly accessed from all pages within the site, and is linked from several lifestyle images throughout. MK's **Dealer Intranet** is now housed within mountainkhakis.com, and includes everything downloadable - from new product images and lifestyle photography to order programs, logo kits, MK's virtual clinic, merchandising, ad slicks and magazine ads. Most importantly, all internal and sales rep contact info is a within a fingertip's reach.

JoeAnne Lucac, Empress of the MK site, is the proud and exhausted mom of this newborn baby, "The gestation period was exciting and a very creative process. Hopefully no side affects occur from the gallons of coffee I drank... we definitely burned the midnight oil as it came time to birth this puppy."

Clicking around the site reveals new sections for **Testimonials** (it might include one from you!), **Product Reviews**, the "RearGear" **Uniform Program**, **Press Releases**, the new **Media Intranet**, and the essential About Us section dedicated to the "essence" of the **MK brand** - to name a few!

(more)

Among these interesting reads, inquiring minds will also find a section dedicated to the new 'giving' program MK simply calls the **MK Fund**. An excerpt extols,

"We must be stewards. Not only protectors of our corporate culture, our assets, and most importantly our employees and our relationships, but caretakers on some level of the environment and the communities in which we are present. In partnering with grassroots organizations that work in the trenches to protect and preserve, we foster a commonality. By giving, we fill a void that might otherwise exist. We become part of an ethical center and locate our purpose in society."

MK's Marketing Coordinator and Queen of Team MK, Erin Fagan reminds us of yet another exciting addition to the new and improved MK website - a shopping cart page for **Team MK** merchandise! In the wake of Team MK's blistering 2009 UCI championship, and due to popular demand, folks can now purchase official Team MK jerseys, t-shirts and hats. Ripped gams sold separately.

So, take a gander at **mountainkhakis.com**. While you're at it, enter to win the Snake River-Hells Canyon **Sweepstakes**, take a peek at the new Snake River styles for **men** and **women**, read through some **testimonials** and **product reviews**... and if you happen to make a purchase, be sure to tell MK what you think about 'em. Your testimonial could be at the top of the page!

After all that, go celebrate Daylight Savings with an après-work ride, St. Patrick's Day with an après-ride frothy, green cerveza, and the Ides of March with an 'Et tu Brute?' - 'cause beer tastes better with friends. ...And be reminded that, 'You're ALLLIVE...!!!'

About Mountain Khakis®

Design. Quality. Consistency. Authenticity. What started as a casual conversation at the Shady Lady Saloon in Jackson Hole, WY has become the Outdoor Industry's top-performing 'bottoms' brand. Established in 2003 and based in Jackson Hole, Mountain Khakis® quickly became a staple in the wardrobe of everyone from ranch hands to golf pros, those who travel by jet, as well as those who travel by thumb. The Mountain Khakis® brand story continues to resonate as it connects to the enthusiast who believes that freedom and rugged adventure is a way of life.

Mountain Khakis® ~ Built for the Mountain Life™ ~ Get in Our Pants

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