



Built for the Mountain Life™

MOUNTAIN KHAKIS® ANNOUNCES SOUTHEAST REP TEAM, ÜBER GROUP

(Jackson Hole, WY – May 9, 2011) Mountain Khakis®, a leading mountain-inspired lifestyle apparel brand, announces Atlanta, GA-based *Über Group* as their new southeast U.S. sales representative team.

Effective immediately, Mountain Khakis will be represented by *Über Group* sales team in the following southeast states: Kentucky, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Missouri and Tennessee.

Über Group is a full-service sales agency dedicated to Specialty Outdoor and Specialty Run channels. They also represent vendors in the Military and Tactical channel. In addition to MK, *Über Group* represents top brands: Arc'Teryx, Eagle Creek, JetBoil, Petzl, Salomon, Suunto and Vivobarefoot.

The decision to bring *Über Group* on board was a clear choice for MK Sales Manager, Martin Wilkinson, "Their expertise and established relationships in the southeast are impressive, and their philosophies and goals align with those of MK's. They know our leading position in the bottoms category, and are excited to further establish MK in the marketplace as a comprehensive, head-to-toe apparel collection. With the launch of our new MountainTops collection in August, 2011, the timing couldn't be better."

"*Über Group* is excited to add to the ongoing Sales and P.R. efforts aimed to enhance a brand that is already very successful," said Michael Lumpkin, Sales Representative for *Über Group*. "*Über* and MK share a similar business style, and everyone is psyched for what the future holds."

About Über Group

The *Über Group* is a full-service sales agency serving ten Southeastern U.S. states for the traditional Specialty Outdoor and Specialty Run channels. *Über Group* also represents 4 major vendors for the entire U.S. in the Military and Tactical channel. *Über Group* has 7 Full-time and 3 part-time reps. They utilize a professional showroom, full-time office support, an Intern Program, and the highest quality product to service more than 300 dealers. The *Über Group* also utilizes professional sales training and professional development to ensure they are as effective as possible at selling products in and helping to sell products through www.ubergroup.net

About Mountain Khakis

Rugged. Authentic. Reliable. Timeless. What started as a casual conversation at the Shady Lady Saloon in Jackson Hole, WY has become a top-performing mountain-inspired lifestyle apparel brand. Established in 2003, 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™ ~ *Rise Above It™*

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