



Built for the Mountain Life™

Remington®
One moment. One shot.™

MOUNTAIN KHAKIS® ANNOUNCES STRATEGIC PARTNERSHIP WITH REMINGTON®

(Jackson Hole, WY – June 8, 2010) Mountain Khakis®, the premier mountain-inspired, outdoor-lifestyle apparel brand “Built for the Mountain Life”, announced today a new strategic partnership with Remington Arms Company.



An evocative concept, two brands known for their commitment to the outdoor lifestyle, product quality and customer loyalty joined forces on May 28, 2010. Remington Arms Company, a subsidiary of the Freedom Group Family of Companies headquartered in Madison, North Carolina, acquired majority ownership of Mountain Khakis, LLC.

According to MK President, Ross Saldarini, “This is exciting news for all involved. The Remington team are passionate sportsmen with almost 200 years of chasing the thrill of the outdoors and selling the highest quality products to likeminded enthusiasts. This is a new day for Mountain Khakis, and we are excited to do great things with Remington at our side.”

Established in 1816, the Remington brand is ranked #2 in brand awareness, second only to Nike® among sportsmen and 8th overall among all sports brands according to the *SportsOneSource* 2009 Brand Index. “We are all very excited about linking our iconic Remington® brand with one of the fastest growing new brands – one that has already become iconic in the outdoor apparel market. Both brands allow our loyal customer bases to optimally pursue their outdoor adventures in the mountains, in the field, and on the water,” stated Walter McLallen, Chairman of the Freedom Group.



Saldarini notes all MK operations will proceed as usual, and will now be augmented with additional resources to more rapidly continue the expansion of MK’s product offering for men, women and kids, and expand MK’s customer reach. These additional resources will help Mountain Khakis introduce new offerings in Fall 2011 and beyond.

“We welcome Mountain Khakis to the Freedom Group family,” stated Ted Torbeck, CEO of the Freedom Group, Inc. “MK’s durable and comfortable clothing represents the highest commitment to quality and attention to detail. With the Mountain Khakis partnership, the Freedom Group continues to demonstrate our commitment to the outdoor lifestyle market.”

Butts and barrels aside, Mountain Khakis and Remington invite you and your family to join theirs. Check them out today at www.mountainkhakis.com and www.remington.com.

(more)

About Remington

Remington Arms Company, Inc., headquartered in Madison, N.C., designs, produces and sells sporting goods products for the hunting and shooting sports markets, as well as solutions to the military, government and law enforcement markets. Founded in 1816 in upstate New York, the Company is one of the nation's oldest continuously operating manufacturers. Remington is the only U.S. manufacturer of both firearms and ammunition products and one of the largest domestic producers of shotguns and rifles. The Company distributes its products throughout the U.S. and in over 80 foreign countries. More information about the Company can be found at www.remington.com.

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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