



Built for the Mountain Life™



MOUNTAIN KHAKIS® ANNOUNCES RISE ABOVE IT CAMPAIGN

(Jackson Hole, WY – October 27, 2010) Mountain Khakis®, a leading outdoor apparel brand, has kicked-off of its *Rise Above It* campaign to bring wider exposure to a brand that is well-loved by outdoor enthusiasts.

Rise Above It launched this week in the *Wall Street Journal* Saturday Edition. The *Rise Above It* campaign also includes targeted social media placements and traditional print ads that will run through 2010 and into 2011 in publications such as *Men's Journal* online, *Men's Health*, *Outside*, *Overland Journal*, *Big Sky Journal*, *Outside Bozeman*, *Western Arts & Architecture*, *Tahoe Quarterly*, *Adventures Northwest* and *Avalaunch*.

Mountain Khakis, with its tagline, "Built for the Mountain Life," has developed a strong and loyal following with its stylish, well-built products and powerful lifestyle imagery. With the *Rise Above It* campaign, Mountain Khakis is reaching out to a wider audience by encouraging wearers to "rise above" life's mundane moments and focus instead on the simplicity of an outdoors lifestyle, said Chris Patti, a partner at PAVE Creative Group in Winston-Salem, N.C. PAVE is the agency-of-record for the new Mountain Khakis campaign.

"Long before we started working with Mountain Khakis, we were big fans of their products," Patti said. "We're very excited about the opportunity to help build awareness for a company that inspires such passion for its high-quality clothing."

In developing the campaign, PAVE was asked to create a call-to-action for simplicity that would resonate with customers, while representing the company's commitment to design, quality, consistency and authenticity.

"With the *Rise Above It* campaign, the Mountain Khakis name and brand values will be launched into new districts throughout the country," said Joe Parrish, a partner at PAVE Creative Group.

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, 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™
(more)

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