

MOUNTAIN KHAKIS

JACKSON HOLE • WYOMING

Built for the Mountain Life™



MOUNTAIN KHAKIS® ANNOUNCES SKI VACATION SWEEPSTAKES

(Jackson Hole, WY – November 15, 2010) Mountain Khakis®, a leading outdoor apparel brand, announces the *Mountain Khakis® & Steamboat Resort Ski Vacation Sweepstakes*.

Ever wanted to swish the slopes of Colorado's Steamboat Springs Resort – and in style? Now through Monday, January 16th, folks from all over the world are encouraged to enter MK's *Ski Vacation Sweepstakes* at www.mountainkhakis.com/sweepstakes. No purchase is necessary.

One grand-prize winner and their lucky guest will be treated to a prize purse valued at \$7940; including, Mountain Khakis head-to-toe outfits, a 5-day/4-night stay at Steamboat Resort, 3-day lift tickets and ski/snowboard rental packages.

(1) Grand Prize Winner Plus (1) Guest to Receive a 5-day/4-night Stay at the Steamboat® Resort + Ski Vacation!

- **Steamboat® Resort:** (1) room for (4) nights, based on double occupancy
- **Steamboat® Resort:** (2) 3-Day lift tickets, (2) 3-Day ski/snowboard rental packages
- **Mountain Khakis®:** (4) MK pants of choice, (2) MK belts of choice, (2) MK hat or visor of choice & (2) MK T-Shirts of choice
- **Smartwool®:** (2) "Head-To-Toe" Outfits
- **Dragon® Optics:** (2) Pairs Rogue™ Signature Series goggles, (2) Pairs The Jam™ sunglasses
- **Ariat®:** (2) Pairs "Boots of Choice" up to \$300
- **Backcountry Magazine™ (BCM):** (2) Pairs G3 skis with custom BCM graphics available in 2011, (2) Annual BCM subscriptions, (2) BCM beanie
- **Genuine Guide Gear® (G3®):** (2) Bindings of choice
- **The Sweetwater Grill:** Dinner for (2) up to \$150

Sweepstakes Package Value: \$7,940

- [Winner & Guest pay any/all travel expenses and make their own arrangements]

The prize purse is sweetened by supporting sponsors Smartwool®, Ariat®, Dragon® Optics, Backcountry Magazine, Genuine Guide Gear & Steamboat Springs' The Sweetwater Grill.

According to MK PR Manager, Jen Taylor, "This sweepstakes giveaway is our best package yet. Cross-promotion is a goal of the promotion and with this we've collaborated with premier brands from different sectors, each with a unique product and audience."

Every person who enters will automatically receive a \$20 off coupon on purchases over \$100 at www.mountainkhakis.com. Everyone wins!

"We're excited to work with MK," said Blair McNamara, Marketing Director for The Resort Company, LLC. "Our mission is about satisfaction and providing the highest quality guest experience along with a commitment to quality. The MK brand is about comfortable, quality clothes and it only seemed natural that we partner up and offer this amazing travel experience to Steamboat Springs, Colorado."

MK will announce the grand-prize winner on Tuesday, January 18, 2011. Follow Mountain Khakis on Facebook to hear first-hand.

Register now at www.mountainkhakis.com/sweepstakes

(more)

About Steamboat Resort

Steamboat Resorts, a division of The Resort Company LLC, has been a renowned leader in resort property management. Our commitment to excellence begins with providing a truly unforgettable and ever-consistent experience for our guests. The Resort Company (<http://www.theresortcompany.com>) manages 31 properties and was founded in 1997 to provide unmatched service to its owners, guests and industry partners in four world-class mountain destinations – Vail, Beaver Creek, Steamboat Springs, and Breckenridge, Colorado.

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About Mountain Khakis

Design. Quality. Consistency. Authenticity. What started as a casual conversation at the Shady Lady Saloon in Jackson Hole, WY has become a top-performing outdoor-inspired 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 outdoor 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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