

TEAM MOUNTAIN KHAKIS

JACKSON HOLE • WYOMING

FUELED BY **JITTERY JOE'S**



MOUNTAIN KHAKIS® ANNOUNCES PRE-SALE OF LIMITED EDITION *TEAM MK* PRO CYCLING JERSEYS

(Jackson Hole, WY – February 18, 2010) Mountain Khakis®, a premier outdoor-lifestyle apparel brand “Built for the Mountain Life”, announces the pre-sale kickoff of their limited edition *Team Mountain Khakis*® pro cycling jerseys.

Want to ride like a pro? Start training. Want to look like a pro? Contact MK to reserve your very own *Team MK* pro jersey – the same jersey *Team MK* will sport for the 2010 UCI Pro cycling season. At least you'll look like you know what you're doing.



In the wake of their blistering 2009 National Championship season, *Team MK* is back to defend their title. And their jerseys say it all - power colors, slick design, svelte style and ripped physique (ripped physique sold separately). This jersey will call you out from the peloton.

Why MK cycling jerseys? According to MK Marketing Coordinator, Erin Fagan, “Cycling is a market that MK has enjoyed being a part of for the past year. We had so many requests for the team jerseys in '09 that we decided to do an exclusive pre-sale of them for 2010. We're very excited to present this offer to all of our loyal followers!”

So how do you get your paws on one these jerseys? See below, but you need to know that the jerseys will be available to pre-order for only a short window of time. And if you get your order in before the end date, you'll receive free shipping. Dude, that's enough to cover two triple-shot macchiatos at the espresso bar!

Here's the scoop:

- \$85.00 per jersey, no limit per person
- Pre-Order your *Team MK* Jersey and get FREE SHIPPING!
- **CALL MK to Order!** 1.866.686.5425 between the hours of 8:30am - 5:30pm EST
- Pre-sale available in Men's, Women's and Children's sizing
- Team MK Jersey Features: Champion Systems exclusive 'CS Tech Fabric' for superior comfort & wicking, 3 pockets, tapered collar, full length zipper and tagless neck
- Check the [Jersey Fit Chart](#) before ordering – *Men's Club Cut*
- Pre-sale window closes March 15th at 11:59 midnight EST

(more)

Small print and legal jargon asserts that all per-order sales are FINAL. No refunds, exchanges and/or returns. Women's and Children's jerseys will ONLY be available during the pre-sale window. Pre-sale window will CLOSE Monday, March 15 at 11:59pm EST. Orders to be shipped as soon as available, approximately May 2010. Orders shipped via regular shipping (4 to 7 business days). This offer cannot be combined with any other promotion. Please note that product prices and availability are subject to change. Prices and availability were accurate at the time this newsletter was sent; however, they may differ from those you see when you visit www.mountainkhakis.com.

Are you psyched? Are you pumped? Are you ready to ride? Get your jersey ordered then get your mojo kick-started by following *Team MK* and we'll see you on the circuit • www.teammountainkhakis.com • Facebook: Fan Team Mountain Khakis • Twitter: CycleMK

About Team Mountain Khakis®

The 2009 National Champion UCI Pro team is owned and managed by Premier Sports Partners' whose mission is to provide young riders a chance at becoming career professional bike racers by pairing them with experienced riders and teaching these young, talented athletes the art of racing bicycles. As part of the process of identifying the future of U.S. Cycling, PSP has established a unique, exclusive talent identification process via their annual Performance Scouting Camp. The program offers all young U.S. riders a legitimate opportunity to hone their skills and earn the ability to graduate to a professional cycling team. Each year *Team MK* is committed to selecting at least one rider to their UCI team.

For More Information Contact:

Pat Raines, *Team MK* General Manager & Co-Owner, Premier Sports Partners
919-641-2652

praines@cisco.com

www.teammountainkhakis.com

Follow Team MK! [MK Blog](#) * ['Team MK' Facebook](#) * [MK Twitter](#)

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

For More Information Contact:

Jen Taylor, Partner & PR Manager
Mountain Khakis, LLC
970-250-9682

jen.taylor@mountainkhakis.com

www.mountainkhakis.com

Follow MK! [MK Blog](#) * [MK Facebook](#) * ['Team MK' Facebook](#) * [MK Twitter](#)

###