



Built for the Mountain Life™

MOUNTAIN KHAKIS® TEAM MK #1 IN NATION!

(Jackson Hole, WY – October 2, 2009) Mountain Khakis®, a premier outdoor-lifestyle apparel brand “Built for the Mountain Life”, proudly announces *Team MK* ranks #1 in the U.S. in the 2009 USA Crit Series.

It's good to be *Team MK!*



The season's final USA Crit Series race was held Thurs, Sept 24 in Las Vegas; it was here that *Team MK* dominated the field with Eric Barlevav's win. His win, coupled with *Team MK* Mark Hekman's race from behind to win the field sprint, placed *Team MK* #1 and #3 in the individual standings (1-Hekman, 3-Myerson) and #1 in the team standings for the overall 2009 UCI Continental Pro season.

Thursday night's 60-lap race was held under the lights of Las Vegas in front of the Mandalay Bay Casino, and coincided appropriately with the international 'Interbike' trade show. According to *Team MK* Captain, Mark Hekman, "It's been a good season; the team has raced so good all year long. I love this team."

Managed by Premier Sports Partners of Winston Salem, NC, *Team MK* blistered the competition with its dominant streak through the 2009 season. The team competed in over 90 international, national and regional races, with over 31 wins, 65 Top3 finishes, and over 120 Top10 finishes - leaving opponents gasping for air and spectators begging, "Who *are* these guys...?!"

"Our partnership with Mountain Khakis has helped us coast to coast with success advocating this national brand," said James Bennett, owner of Premier Sports Partners. "In return, we have brought them to the forefront of the dedicated and loyal customer base of the cycling community. We anticipate this partnership lasting for years to come."

"These guys have been champions to MK - individually and as a team," said Mountain Khakis® Marketing Coordinator, Erin Fagan. "They are top-notch, high-class competitors and superseded their promise to 'represent the MK brand well' and generate exposure for Mountain Khakis® in the road cycling community."



Team MK is strongly committed to its mission of identifying young talent and teaching the trade of professional cycling. Pairing young high-potential riders with experienced captains and mentors speeds knowledge transfer and shortens the learning curve and everyone is given the common goal of delivering top performances in national caliber races. The team management is pleased to have found such a strong supporter of our mission and goals in the Mountain Khakis® organization.

(more)

The 2009 team was directed by Jason Snow, managed by Premier Sports Partners' co-owners Jamie Bennett and Pat Raines, and consisted of many returning riders as well as some key additions. Andy Baker, Jackie Simes, Eric Barlevav, David Guttenplan, Mike Stoop, Tom Soladay, Daniel Ramsey, and Adam Myerson are returning riders. New additions include Mark Hekman, Toby Marzot, Logan Loader, Will Hoffarth, Spencer Beamer, and Issac Howe.

The All-American team alternated its young riders and experienced mentors through both a southeast regional calendar and a full NRC, USA Crit and U.S. Pro Tour schedule. As part of the process of cultivating the next generation of US cyclists, Premier Sports Partners has established a unique talent identification process. Two riders on the 2009 team, Logan Loader and Will Hoffarth, were selected from our 2008 Performance Camp. It is an unprecedented opportunity and offers all young riders a legitimate forum to show that they have what it takes to ride for a professional team. We hope to take at least 4 riders from the camp this year for our 2010 team.

Team MK wishes to send a special "thank you" to those who support our mission and make this program not only possible, but SUCCESSFUL: Mountain Khakis®; Edifice Construction; Budget Self Storage; Hincapie Sportswear; Kazane; Dedicated Athlete; Cyclesafe.org; Freedom; Eleven81; Lazer; Hibros; Albabici; Scicon; Tifosi Optics; 360 Self Storage Advisors; Momentum Auto Sales; TRP Brakes; Sun Printing; and, of course, our financial benefactors and dedicated fans.

More information about *Team MK* and the Performance Camp can be obtained at the team website [Team MK](#) or www.teammountainkhakis.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® is a proud member of [1% For The Planet](#)®.

Mountain Khakis® ~ Built for the Mountain Life™ ~ Get in Our Pants!

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