



Built for the Mountain Life™

Inc. 500

MOUNTAIN KHAKIS® RANKS AMONG AMERICA'S FASTEST GROWING COMPANIES

(Jackson Hole, WY – August 27, 2009) Mountain Khakis®, a premier outdoor-lifestyle apparel brand “Built for the Mountain Life”, proudly announces its rank among America’s “Fastest-Growing Private Companies” on the 2009 *Inc. 500* register.

Founded in 2004, Mountain Khakis® was measured among the nation’s top-performing entrepreneurs to arrive at the #404 title. From 2005 to 2008, Mountain Khakis® experienced 638% growth, as compared to the 3-year Industry average of 16.42%, and the *Inc. 500* Industry median of 162.8%. Within the Consumer Products & Services Category, Mountain Khakis ranks #34.

As stated by MK co-founder and CFO, Ross Saldarini, “the team at Mountain Khakis is very humbled by the success we’ve had in a short period of time. MK is focused on building a lasting brand by delivering the highest quality outdoor pant products. We have the best customers and employees and we are grateful to them for helping us earn the recognition of *Inc.* magazine.”

Representing the core of our nation’s financial system, this year’s *Inc. 500* companies contributed more than 55,000 jobs since their founding. At \$18.4 billion total revenue for the 2009 roster, it represents a \$4.7 billion increase over 2008 returns. According to *Inc.* Magazine, this data makes “the *Inc. 500* perhaps the best example of the impact private, fast-growing companies can have on the overall U.S. economy.”

As well as being a leader in the nation, Mountain Khakis® is a leader in its industry. According to Leisure Trends Group, a leading consumer research and specialty retail market intelligence firm, Mountain Khakis® represents three of the Top 10-selling pants in the Outdoor Industry specialty retailer category, with their “Original Mountain Pant” or OMP in pole position.

“With a business model centered solely on pants that are ‘Built for the Mountain Life’, we entered the Outdoor Specialty space with a focus on design, durability and attention to detail, and a merchandising program that supported year-round, count-and-fill inventory replenishment for our dealers” said Noah Robertson, MK Brand Manager. “We are successful because we focus on one thing and doing it well. Pants.”

Mountain Khakis’® distribution model is built on a foundation of independent, specialty retailers, primarily within the Outdoor Industry. Their product line is sold in nearly 1000 dealers throughout the United States, with additional distribution in Canada and Japan. Mountain Khakis® is also available in specialty apparel boutiques and clothiers, resorts and lodges, specialty hunt and fish shops, equestrian
(more)

and ranch supply stores as well as their unique uniform program, including government and corporate accounts. Mountain Khakis® is also available to purchase direct via their website on www.mountainkhakis.com.

“Our #1 focus is our specialty retailer” says MK Sales Manager, Martin Wilkinson. “By providing them with a proven, reputable and in-demand pant program, our retailers reap the benefit of building loyalty with their customer while MK builds brand recognition. It’s a win-win situation and contributes to the overall health of our economy.”

A proud member of 1% For the Planet®, Mountain Khakis® donates 1% of sales to environmental organizations worldwide, emphasizing their commitment toward ‘doing well by doing good’.

“If you want to know which companies are going to change the world, look at the Inc. 500,” said *Inc.* editor Jane Berentson. “These are the most dynamic, fast-growth companies in the nation... the Inc. 500 list is *Inc.* magazine’s tribute to American business ingenuity and ambition.”

Inc. 500 Methodology

The 2009 Inc. 500 measures revenue growth from 2005 through 2008. To qualify, companies must have been founded and generating revenue by the first week of 2005, and therefore able to show four full calendar years of sales. Additionally, they had to be U.S.-based, privately held, for profit, and independent—not subsidiaries or divisions of other companies—as of December 31, 2008. (Since then, a number of companies on the list have gone public or been acquired.) The minimum revenue required for 2005 is \$200,000; the minimum for 2008 is \$2 million.

About Inc. Magazine

Founded in 1979 and acquired in 2005 by Mansueto Ventures LLC, *Inc.* (www.inc.com) is the only major business magazine dedicated exclusively to owners and managers of growing private companies that delivers real solutions for today’s innovative company builders. With a total paid circulation of 712,961, *Inc.* provides hands-on tools and market-tested strategies for managing people, finances, sales, marketing, and technology. Visit us online at Inc.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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