



Built for the Mountain Life™
URBAN
DICTIONARY

MOUNTAIN KHAKIS® EXAMPLE OF *URBAN DICTIONARY* TERM "MOUNTAINSEXUAL"

(Jackson Hole, WY – December 22, 2009) Mountain Khakis®, a premier outdoor-lifestyle apparel brand "Built for the Mountain Life", is enjoying the *Urban Dictionary* assertion that the brand is known for its *MountainSexual* appeal.

It's no new news to the folks at Mountain Khakis® that their premier collection of hips-down apparel has an air of sex appeal. So when *Urban Dictionary*, the ever-popular user-created slang dictionary, touted Mountain Khakis® as a prime example of the term *MountainSexual*, the folks at MK weren't surprised...

Per *Urban Dictionary's* definition, "Similar to metrosexual but one who lives in the mountains or otherwise pursues the outdoors adventure lifestyle. Kind of a cleaned-up granola, a Woodsy GQ kinda guy with a splash of bohemian. Knows that he doesn't have to look or smell like a dirtbag to enjoy climbing, hiking, cycling, skiing (all forms), snowshoeing, etc. Probably reads Men's Journal, Outside, Outside's Go, National Geographic Adventure, even Wallpaper* and Dwell. Brands: Patagonia, Keen, Kuhl, The North Face, Mountain Hardwear, Marmot, **Mountain Khakis**. Strong environmental ethic. Drives a well-maintained truck, performance SUV, or cross-over when absolutely necessary but walks or rides a bicycle whenever possible. Works out gym but primarily to be in shape for outdoor pursuits. Shuns chain stores and shops in outdoor specialty stores such as The Trailhead in Buena Vista, Colorado. 'For such an outdoorsy guy, that dude sure has great style.'"

The magic of MK taps the essence of the core mountain look and combines it with the attitude, culture, and total confidence of a true mountain town's swagger. The brand's Jackson Hole roots may well have something to do with that *MountainSexual* appeal...

So get your *MountainSexual* on today by driving your well-maintained SUV or riding your vintage-cool cruiser to your nearest outdoor specialty store. While you're there, don't forget to pick up that latest issue of Mountain Gazette or NGA to read at the bagel shop while you're drinking a skinny latte out of your own mug and talking to your bro's about the bottomless pow and view from the white room on the mountain yesterday. Stop by the post office to pick up your mail and don't forget the BGH-free milk at the market on your way home. And know, all the while, that you look downright *MountainSexual* in those MK's...

To research the term *MountainSexual* and other *Urban Dictionary* slang definitions, go to <http://www.urbandictionary.com/define.php?term=MountainSexual>

To see the entire collection of *MountainSexual* Mountain Khakis® go to www.mountainkhakis.com

(more)

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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