



*Built for the Mountain Life™*

## **MOUNTAIN KHAKIS® TO LAUNCH NEW SNAKE RIVER SYNTHETIC COLLECTION**

**(Jackson Hole, WY – June 2, 2009)** Mountain Khakis, a premier outdoor-lifestyle apparel brand “Built for the Mountain Life”, introduces its new Snake River Collection for Spring 2010 delivery.

The highly-anticipated release of MK’s synthetic pant collection extends their successful bottoms offering beyond their proprietary Cotton Canvas, Twill, Stretch Twill, Organic Denim, Corduroy and Flannel fabrics to include the Snake River’s 100% Nylon lightweight, quick-dry fabric. This UVA/UVB 50+ collection will be a must-have wardrobe component for the adventurer, globetrotter, fisherman, backpacker, and the happy camper.

“MK is passionate about perfect pants – that’s the fundamental reason we have become the Outdoor Industry’s premier pant brand,” said Noah Robertson, Founder and Global Brand Manager. “We designed the Snake River Collection around the needs of our customers. It’s a logical extension for our brand in the Outdoor Industry. We now have technical styles which will perform when our customers require technical function, while our original styles remain a staple for everyday lifestyle.”

Snake River styles will include offerings for Men (Pant, Convertible and Short), Women (Pant and Short), and will soon include a Kids’ offering. “The Snake River collection will complement our current MK offering, and also have stand-alone presence as a complete synthetic bottoms assortment,” said Martin Wilkinson, MK Sales Manager. “Our dealer base covers an extensive gamut, from independent specialty outdoor to outdoor chain to men’s specialty boutique. Snake River has a place in every one of our dealer’s inventory portfolios.

Features were designed with core outdoor and gateway activities in mind, as well as adventure travel and every-day wear. Expect UVA/UVB 50+ sun protection, lightweight/compact/quick-dry/wicking fabric, supremely supple hand, zip pockets, MK’s signature ‘clean lines’ design philosophy, fixed/grosgrain-lined waistband, action gusset, triple-stitching, MK antique-brass riveted shank buttons, flattering fit, and impeccable craftsmanship. “We spent a lot of time perfecting the fabric, features and designs. We’re very proud of our synthetic collection, and recognize its importance among our now-complete assortment of outdoor lifestyle bottoms,” said Robertson.

According to Wilkinson, “our Spring 2010 sales program opens June 15, 2009 and will include special early-buy and pre-season incentives, as well as a complementary Snake River Merchandising Kit, including display imagery, hanging banner, table top signage, waterfall and 5-pk of MK hangers. Product is scheduled to ship February 8, 2010.”

Mountain Khakis will debut their Snake River Collection at Outdoor Retailer Summer Market, July 21-24 (Booth# 22013), and at regional shows nationwide beginning June 15th. To schedule an appointment, contact Mountain Khakis at [sales@mountainkhakis.com](mailto:sales@mountainkhakis.com) or call toll-free 1-866-686-5425.

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### Men's Snake River Convertible:



For guys who think women in waders is about as hot as you can get, our Snake River Convertible is for you. Our surf-n-turf version of the nylon convertible does it all – pants, shorts, quick-dry, wicking, lightweight, compact, UPF 50+, and damn good lookin'. Removable legs make these technical synthetics a year-round companion. Whether you're the type to hit the markets of Morocco, bonefish in the Bahamas or cast your rod up the Frying Pan, we've got you covered. For some, the only time they'll go through the spin cycle is when your body hits the water. For others, it may be the weekly dry cleaning load – they really are that nice.

Relaxed fit, no restrictions. 9" inseam on shorts. Fixed waistband means no goofy

elastic.

**SIZES:** Waist: 32-42 (even), Inseams: 30, 32  
Waist: 32-40 (even), Inseam: 34  
Short Inseam: 9

**COLORS:** Ash, Birch

**MSRP:** \$79.95

### Men's Snake River Pant:



The pursuit of Happiness. At MK, our pursuit is the Perfect Pant. Well, and the perfect powder day, and the perfect line, and the perfect pint... But about the pants, we nailed all-things-perfection with our new Snake River Pant. True to our sacred design philosophy of 'clean lines', we were careful to not overbuild these britches. Too many features can be distracting. Especially for us guys who focus on words like "Bud" and "Coors" and "PBR". But to look good is to feel good, and that's a service we're proud to provide. Maybe your vocabulary includes words like "metrics" and "global" with lots of meaningless acronyms. If that's you, you need to get out more, and our SRP's are your go-to amigos. Fixed waistband means no goofy elastic. Relaxed fit, no restrictions.

Signature MK "ballroom" diamond-shaped action gusset.

**SIZES:** Waist: 32-42 (even), Inseams: 30, 32  
Waist: 32-40 (even), Inseam: 34

**COLORS:** Ash, Birch

**MSRP:** \$72.95

### Men's Snake River Short:



When you need a little summertime Rocky Mountain High, we strongly advise you to garb-up according to the unspoken-yet-understood Mountain Dress Code. This means your attire should reflect the casual attitude of 'been there, done that' but with a spike of attitude and all-things-adrenaline. You don't even have to match, and there's nothing about mixing plaids with stripes – you're on your own there. But the code clearly states that what you choose to cover your derrier better be functional and good lookin'. You've come to the right place. Our Snake River

Shorts are lightweight and quick-dry, perfect for everything from river time to trail time. And we all know that daytime pursuits quickly roll into night-time pleasures. That's where the good-lookin' part is key. Your mountain girl awaits. Our job here is done. Fixed waistband means no goofy elastic. Relaxed fit, no restrictions. Full-length inseam action gusset.

**SIZES:** Waist: 32-42 (even), Inseam: 11

**COLORS:** Ash, Birch

**MSRP:** \$54.95

### Women's Snake River Pant:

Finally, synthetic pants designed FOR A WOMAN. How many of us have tried to squeeze our shapely figure into a pair of nylon pants, left feeling like toothpaste in a tube. Praise the Maker, MK has the answer for you – the Women's Snake River Pant. Burly enough for slot canyons, slurpees and spontaneous adventure, yet refined enough for dress casual (ew, work). Lightweight, quick-dry and UPF 50+, the technical features are important, but the fact is they feel great and look even better. We're here for you, ladies. Relaxed fit, straight leg. Contemporary rise (2 fingers below the belly button). Half-moon curve on butt panel is flattering for all shapes and sizes. Full-length inseam action gusset. Fixed waistband because elastic is for sissies.



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**SIZES:** 0-16, Inseams: Regular (32) & Long (34)  
**COLORS:** Ash, Birch  
**MSRP:** \$72.95

### **Women's Snake River Short:**

It's a woman's springtime ritual – pulling out your summer clothes and bidding adieu to your bulky winter garb. And the best part of all is when your Snake River Shorts re-emerge, ready for 6 months of spring/summer adventure and frolic, steady at your side (well, on your butt). You remember the first day you got them – new in the package, perfectly folded, held them up for a visual once-over, dropped your britches and pulled them on to find, pleasingly, that they were a PERFECT fit – your new favorite shorts!!! At least one pair in the closet now fits like they should - like the brand says it will. This is about to be your very own experience with our fabulous and flattering Snake River Shorts. You'll wish you had 3 pairs. Designed by women for women. Relaxed fit,



straight leg. Contemporary rise (2 fingers below the belly button). Half-moon curve on butt panel is flattering for all shapes and sizes. Full-length inseam action gusset. Fixed waistband because elastic is for sissies.

**SIZES:** 0-16, Inseam: 7  
**COLORS:** Ash, Birch  
**MSRP:** \$54.95

### 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  
c: 970-250-9682

[jen.taylor@mountainkhakis.com](mailto:jen.taylor@mountainkhakis.com)

[www.mountainkhakis.com](http://www.mountainkhakis.com)

*OR Summer Market Booth# 22013*

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