



*Built for the Mountain Life™*

**MOUNTAIN KHAKIS® PROCLAIMS,  
"GET YOUR REAR IN OUR GEAR!"  
WITH THEIR NEW REARGEAR UNIFORM PROGRAM**

(Jackson Hole, WY – November 5, 2009) Mountain Khakis®, a premier outdoor-lifestyle apparel brand "Built for the Mountain Life", proudly announces the launch of their *RearGear* Team Apparel and Uniform Program.

What better way to make a statement about your company or organization than by streamlining your team's appearance, while reflecting the character and authenticity of the outdoor lifestyle... enter the Mountain Khakis® *RearGear* Program.

Whether a staff of 5 or 500, presentation is everything. Research indicates that within the first 3 seconds of an encounter, the first impression is made and is virtually irreversible. Attire should reflect the professionalism, character and culture of the company or organization the team member represents. And unified attire helps staff members feel part of the team, thereby increasing their confidence and performance while on the job.

The Mountain Khakis® *RearGear* Program is a corporate sales program available to companies and organizations choosing to streamline their team's on-duty appearance. The program states that it is ideal for every type of workplace or event, from construction crews to breweries to restaurants to trade shows, the program is designed to outfit teams/crews/employees/volunteers with the rugged-yet-refined MK apparel collection.

According to Mountain Khakis® Sales Manager, Martin Wilkinson, "We are often approached by MK enthusiasts, inquiring whether we offer a workplace uniform program. Perfect example from a recent inquiry, 'I am starting a business here in AZ, and am in the process of putting together 'uniforms' for my guys. The business is a fire and flood restoration business, and I need a pant that is tough yet looks professional. I personally have a pair of MK's and I think they are great pants.'"

"Our new *RearGear* Program is a comprehensive, strategic approach to this sales channel. It represents a huge opportunity for MK to place product in every type of workplace – in and beyond the Outdoor Industry", said Wilkinson. "For the account, it provides a unified team appearance by way of our top-selling MK apparel at a significantly discounted price."

All styles in the Mountain Khakis® collection are available to order through the MK *RearGear* Program. With a minimum order of ten units to establish an account, it is a 3-tier quantity-based program with an introductory, limited-time aggressive pricing structure.

The *RearGear* Program is available for re-order throughout the year with a 3-unit minimum. MK reminds accounts that while their pants-offering is perfect for year-round team apparel, their collection of shorts is also available for warmer months. Logo Customization is also available through the *RearGear* Program.

To inquire about the Mountain Khakis® *RearGear* Program, email [reargear@mountainkhakis.com](mailto:reargear@mountainkhakis.com) or call 866.686.5425. "Get your Rear in our Gear!"

(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® is a proud member of [1% For The Planet®](#).

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