

# MOUNTAIN KHAKIS

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## JACKSON HOLE • WYOMING

*Built for the Mountain Life™*



### MOUNTAIN KHAKIS® PRESENTS #1-RANKED *TEAM MK* FUELED BY JITTERY JOE'S® 2010 ROSTER

(Jackson Hole, WY – November 18, 2009) Mountain Khakis®, a premier outdoor-lifestyle apparel brand “Built for the Mountain Life”, proudly announces #1-ranked *Team MK* Fueled by Jittery Joe's® Coffee for the 2010 USA Continental Pro Crit racing season.



Everyone knows coffee and cycling roll hand-in-hand, and the 2010 *Team MK* sponsor package is no exception. Title sponsor Mountain Khakis® and *Team MK* owners, Premier Sports Partners, are proud to announce the addition of Athens, GA-based presenting sponsor Jittery Joe's® Coffee.

*Team MK* celebrated a season of notoriety in 2009 with its blistering number of podium finishes. They return to the circuit in 2010 to defend their title after their 2009 1<sup>st</sup> place rank in the USA Crit Series. *Team MK* also ranked #1 and #3 in the individual standings for the season.

Now let's throw coffee into the equation and see what these boys can *really* do. Maybe a better name for team would have been 'Dangerous: Team High Voltage'...

Referring to the partnership of Mountain Khakis® as title sponsor and Jittery Joe's® as presenting sponsor, Pat Raines of Premier Sports Partners says, “Both organizations were strongly committed to identifying and developing young talent and, with such similar overall mission statements, the agreement to merge was exciting.”



Jittery Joe's® Coffee is no stranger to the world of competitive cycling. They have been involved in cycling team sponsorships since 2000, and consider the physical and mental health attributes of cycling as important as keeping the rubber side down.

As for the continued sponsorship, Mountain Khakis® couldn't be more thrilled than to build on *Team MK's* 2009 legacy. “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 “They are top-notch, high-class competitors and superseded their promise to 'represent the MK brand well' and generate exposure for Mountain Khakis® in the road cycling community. We are thrilled to wear the *Team MK* badge of honor again in 2010.”

*Team MK's* focus on USA Crit events will be coupled in 2010 by their foray into major U.S. stage races. They will incorporate new climbing-specific talent as well as co-director Scott Moninger, a former pro of twenty years with over 300 career victories. Moninger joins *Team MK* with one of the best pedigrees in

(more)

U.S. racing. According to Raines, "Scott has to be one of the most experienced guys in the U.S. And the wealth of knowledge he has regarding stage racing will have an immediate impact on the program."

The All-American team will alternate its young riders and experienced mentors through a calendar that will be comprised primarily of NRC, USA Crit and U.S. Pro Tour Series races. *Team MK's* mentor-centric mission of providing education through the pairing of youth with experienced captains successfully graduated three riders from the 2009 team into the Pro Circuit. "We felt like we did a good job cultivating the next generation of U.S. cyclists. And other team managers were confident in our ability to produce mature, reliable riders who would in turn contribute to their programs," said Jamie Bennett, co-owner of Premier Sports Partners.



As part of the cultivation process, Premier Sports Partners has established a unique talent identification process through their annual Performance Camp. Each year *Team MK* is committed to selecting at least one rider to their UCI team. "This is the only open tryout in the world of professional cycling and we are committed to ensuring everyone has an opportunity to chase their dream," said Bennett. The camp is tentatively set for June 10-14, 2010 in Winston-Salem, NC.

The *Team MK* 2010 roster will consist of 13 riders. Returning to the team will be Captain Adam Myerson, Mark Hekman, Toby Marzot, David Guttenplan, Isaac Howe, and Will Hoffarth. New additions will be climbing specialist and 2006 Elite Road Champion Matt Cooke, Eric Schildge from BikeReg.com/Cannondale, Scott Tietzel from DLP, Neil Bezdek from GS MENGONI, and Joey Roskopf, Thomas Brown and Oscar Clark all from Jittery Joe's.

#### About Premier Sports Partners

Premier Sports Partners' mission is to provide young riders a chance at becoming career professional bike racers by pairing them with experienced riders and teaching these young, talented athletes the art of racing bicycles. As part of the process of identifying the future of U.S. Cycling, PSP has established a unique, exclusive talent identification process via their annual Performance Scouting Camp. The program offers all young U.S. riders a legitimate opportunity to hone their skills and earn the ability to graduate to a professional cycling team.

For More Information Contact:

Pat Raines, *Team MK* General Manager & Co-Owner, Premier Sports Partners  
919-641-2652

[praines@cisco.com](mailto:praines@cisco.com)

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

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#### 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!

For More Information Contact:

Jen Taylor, Partner & PR Manager

Mountain Khakis, LLC

970-250-9682

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

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

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