

MOUNTAIN KHAKIS

JACKSON HOLE • WYOMING

Built for the Mountain Life™

Howdy...

It's currently 0 degrees and mostly cloudy here in Jackson Hole... snow expected all week. Psyched for bottomless pow and sick steeps this winter! And for lounging by the fire in our Flannel-Lined OMP's. At MK, we're hoping ÜLLR is generous with the white stuff, and having a hard time believing another year has gone by. Older? 6 years now. Wiser? Let's hope so.



While theory and conversation, data and viewpoints have swirled around the issue of our nation's economy for over a year now, MK has taken the opportunity to look inward on what we do well and everything we can do better. Resourcefulness and Humility are our ring tone.

We've fine-tuned our pre-book programs. We've focused our product development and sharpened our inventory. We've expanded our grassroots marketing and outreach endeavors. We've surpassed even our own Customer Service expectations. That and more in the name of providing the best-quality, best-performing, best-looking outdoor lifestyle pants our dealers and customers have ever experienced.

And we've celebrated some accolades, too. Namely, MK ranked on the *Inc. 500* register as one of America's "Fastest Growing Private Companies" in 2009. In the Consumer Products & Services Category, Mountain Khakis® sits at #34. Pretty cool, but frankly we're more proud of the emails, testimonials (see p22) & reviews we get - from new fans, steadfast followers, MK Ambassadors, our MK Dealer Family, and the multitude of media requests and reviews. We were pretty psyched to have our Flannel-Lined OMP's included in Outside Magazine's 2009 Gift Guide, and to be referenced in Urban Dictionary's definition of "MountainSexual". You know it!

For Fall/Winter 2010, we bring you 4 new colors in MK's best-selling core styles...

- Original Mtn Pant & Flannel-Lined OMP: now in Pine!
- Teton Twill: now in Olive & Sand!
- Men's Cottonwood Cord: now in Khaki!

We've also expanded our Accessory Collection to include eco-friendly US-Made, recycled pop bottle T-shirts - each T consists of 2½ 16oz water bottles! Just doing our part to clothe the eco-apparel geeks of the world.

The following Press Kit has everything you need to know about MK at this time. Product & lifestyle imagery is available to download on www.mountainkhakis.com/dealers (un/media * pw/mk)

Although the handsome men and stunning women of MK have decidedly chosen not to exhibit at OR's Winter Market, I am at-the-ready to discuss everything new and exciting at MK - only a phone call or email away.

In the meantime, wishing you fresh tracks in the white room...

Jen & the MK Crew

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Built for the Mountain Life™

MK Fall/Winter 2010 Press Kit
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MOUNTAIN KHAKIS® INTRODUCES ORIGINAL MOUNTAIN PANT IN NEW *PINE* COLOR FOR FALL 2010

(Jackson Hole, WY – December 1, 2009) Mountain Khakis®, a premier outdoor-lifestyle apparel brand “Built for the Mountain Life”, introduces new color “Pine” to the Original Mountain Pant Style for Fall 2010 delivery.

MK Men’s Original Mountain Pant (OMP)



The best-selling pant in the Outdoor Industry. A little bit country, a little bit rock-n-roll. For the Renaissance Man who lives his life from bike trail to board room, our OMP is the pant for you. Designed for all aspects of the outdoor lifestyle and real-life calls of duty, our OMP is our signature pant and best seller. The uber-khaki, it’s also the pant that kicked off the MK story and coined the phrase ‘MK Butt’, cause you look damn good in them (just ask the ladies – it’s a known fact about MK’s). With a shelf-life that’ll outlast your underwear, OMP’s often go for days at a time without needing a dunk in the wash. That’s what we’re told, anyway. Relaxed fit, no restrictions. 11” rise. Available in 5 colors to accessorize with your sunglasses.

SIZES: Waist: 30-42, 33, 35 - Inseams: 30, 32, 34
Also: 34x36, 36x36, 38x36

COLORS: Pine (NEW!), Ranch, Yellowstone, Freestone, Granite

MSRP: \$72.95

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

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**MOUNTAIN KHAKIS® INTRODUCES
FLANNEL-LINED ORIGINAL MOUNTAIN PANT
IN NEW *PINE* COLOR FOR FALL 2010**

(Jackson Hole, WY – December 1, 2009) Mountain Khakis, a premier outdoor-lifestyle apparel brand "Built for the Mountain Life", introduces new color "Pine" to the Flannel-Lined Original Mountain Pant Style for Fall 2010 delivery.

MK Men's Flannel-Lined Original Mountain Pant (FOMP)



Don't deny it. You protect your favorite pair of flannel boxers like a kid with his blankie. Oh man, do we have your ticket. For you, creature of comfort, MK presents our 100% cozy, completely lined, Flannel OMP's... like a walking blanket. It can be your little secret – at your desk, in the woods, by the fire... from your belly-button down to your ankles you'll be wrapped in our flannel. You may be melting on the inside but, dude, keep your composure. Incidentally, the OMP is the best-selling pant in the Outdoor Industry, and the pant that kicked off the MK story and coined the phrase 'MK Butt', cause you look damn good in them (just ask the ladies – it's a known fact about MK's). That's what we're told,

anyway. Relaxed fit, no restrictions. 11" rise.

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

COLORS: Pine (NEW!), Yellowstone, Freestone

MSRP: \$89.95

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MOUNTAIN KHAKIS® INTRODUCES MEN'S TETON TWILL PANT IN NEW OLIVE & SAND COLORS FOR FALL 2010

(Jackson Hole, WY – December 1, 2009) Mountain Khakis, a premier outdoor-lifestyle apparel brand "Built for the Mountain Life", introduces new colors "Olive" and "Sand" to the Teton Twill Pant Style for Fall 2010 delivery.

MK Men's Teton Twill (TTW)



Hemingway would have lived in our Teton Twills. This is our version of the classic khaki pant, but with a healthy dose of rugged – like a best-kept secret known only to the wearer. Our proprietary 8.5oz Cotton Twill may not mean much in writing, but you'll thank us for researching over 1000 varieties of fabric to create our own custom Twill, truly perfect for everything you throw at them from January 1st to December 31st. Like a weekend warrior hiding in dress clothes, your Teton Twills will rarely make it to the hanger. Relaxed fit, no restrictions. 11" rise. Available in 5 colors that even you can match with a shirt.

SIZES: Waist: 30-42, 33, 35 - Inseams: 30, 32, 34
Also: 34x36, 36x36, 38x36

COLORS: Sand (NEW!), Olive (NEW!), Retro Khaki, Natural, Stone

MSRP: \$72.95

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MOUNTAIN KHAKIS® INTRODUCES MEN'S COTTONWOOD CORD IN NEW *KHAKI* COLOR FOR FALL 2010

(Jackson Hole, WY – December 1, 2009) Mountain Khakis, a premier outdoor-lifestyle apparel brand "Built for the Mountain Life", introduces new color "Khaki" to the Men's Cottonwood Cord Style for Fall 2010 delivery.

MK Men's Cottonwood Cords (MCO)



Sleeping in your pants could become a new trend due to the popularity and ultimate comfort of our Cottonwood Cords. Your inner slacker will so love them for their soft, stretchy, sweatpants feel. Your outer boss will appreciate them for not being sweatpants. Trust MK, we know how to make you look good, even when you're not trying. Cozy up with someone you love, but if they're also wearing MK's Women's Cottonwood Cords, there's a slight chance you could get stuck together like Velcro®. That might be okay. Warning: Cottonwood Cords elicit a 'touchy-feely' response from strangers. That also might be okay. 11" rise. Signature "ballroom" action gusset. Relaxed fit – just like you.

SIZES: Waist: 30-42, 33, 35 - Inseams: 30, 32, 34

Also: 34x36, 36x36, 38x36

COLORS: Khaki (NEW!), Stone, Slate Blue, Chocolate

MSRP: \$74.95

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**MOUNTAIN KHAKIS® ANNOUNCES
NEW ECO-FRIENDLY US-MADE, RECYCLED-T PROGRAM
BY DIRTBALL FASHION®**

(Jackson Hole, WY – December 1, 2009) Mountain Khakis®, a premier outdoor-lifestyle apparel brand “Built for the Mountain Life”, proudly announces their new eco-friendly, US-Made, Recycled T-shirt accessory line designed and manufactured by Dirtball Fashion®.

MK US-Made, Recycled T-Shirts



Recycled and 100% American Made ~ Consider it a compliment to be called a ‘Dirtball’ if you’re donning one of MK’s new T-shirts designed and manufactured by NC-based Dirtball® Fashion. Walk proudly among your peers, knowing that the threads on your upper body are Recycled, and 100% American Made. Get this - MK Dirtball® US-Made, Recycled T’s are made with fabric consisting of 65% recycled cotton fiber and 35% recycled post-consumer polyester. Woven into each MK Dirtball® T-shirt are 2½ 16oz water bottles! Did someone call you an eco-apparel geek? You have *arrived*.

SIZES: S-XL
COLORS: (Landscape S/S) Blue; (Landscape L/S) White; (Recycle S/S) Red; (Recycle L/S) Gray
MSRP: (S/S) \$24.95; (L/S) \$25.95

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MOUNTAIN KHAKIS® SNAKE RIVER SYNTHETIC COLLECTION

Men's Snake River Convertible (MSRC)



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 (MSRP)



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 (MSRS)



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 derrière 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.

(more)

SIZES: Waist: 32-42 (even), Inseam: 11
COLORS: Ash, Birch
MSRP: \$54.95

Women's Snake River Pant (WSRP)



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.

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

Women's Snake River Short (WSRS)



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®

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MOUNTAIN KHAKIS® COTTON CANVAS COLLECTION

Men's Original Mountain Pant (OMP)



The best-selling pant in the Outdoor Industry. A little bit country, a little bit rock-n-roll. For the Renaissance Man who lives his life from bike trail to board room, our OMP is the pant for you. Designed for all aspects of the outdoor lifestyle and real-life calls of duty, our OMP is our signature pant and best seller. The über-khaki, it's also the pant that kicked off the MK story and coined the phrase 'MK Butt', cause you look damn good in them (just ask the ladies – it's a known fact about MK's). With a shelf-life that'll outlast your underwear, OMP's often go for days at a time without needing a dunk in the wash. That's what we're told, anyway. Relaxed fit, no restrictions. 11" rise. Available in 5 colors to accessorize with your sunglasses.

SIZES: Waist: 30-42, 33, 35 - Inseams: 30, 32, 34
Also: 34x36, 36x36, 38x36

COLORS: Pine (NEW!), Ranch, Yellowstone, Freestone, Granite

MSRP: \$72.95

MK Men's Flannel-Lined Original Mountain Pant (FOMP)



Don't deny it. You protect your favorite pair of flannel boxers like a kid with his blankie. Oh man, do we have your ticket. For you, creature of comfort, MK presents our 100% cozy, completely lined, Flannel OMP's... like a walking blanket. It can be your little secret – at your desk, in the woods, by the fire... from your belly-button down to your ankles you'll be wrapped in our flannel. You may be melting on the inside but, dude, keep your composure. Incidentally, the OMP is the best-selling pant in the Outdoor Industry, and the pant that kicked off the MK story and coined the phrase 'MK Butt', cause you look damn good in them (just ask the ladies – it's a known fact about MK's). That's what we're told, anyway. Relaxed fit, no restrictions. 11" rise.

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

COLORS: Pine (NEW!), Yellowstone, Freestone

MSRP: \$89.95

MK Men's Alpine Utility Pant (AUP)



The MK Alpine Utility Pant: designed for the man who considers dirt-packed fingernails and calluses a badge of honor. Swingin' a chainsaw or cutting through the briar, the only time you'll think about the pants on your body is when you access the utility tool pocket, or give thanks to the extra range of motion provided by our signature "ballroom" diamond-shaped action gusset. Triple stitching and reinforced butt & knee panels give you added confidence when letting it all hang out. Let's face it, guys... we hate to think about clothes. Our AUP's want you to focus on the adventure, not worry about what to wear when doing it. Ironic thing is, you'll look damn good in them (just ask the ladies – it's a known fact about MK's). 11" Rise. Relaxed fit, no restrictions. Calluses not included.

SIZES: Waist: 30-42, 33, 35 - Inseams: 30, 32, 34
Also: 34x36, 36x36, 38x36

COLORS: Ranch, Yellowstone, Granite

MSRP: \$79.95

(more)

MK Men's Alpine Utility Short (AUS)

River Time. A state of mind. For those who live to get lost in blue sky, white clouds, sand in your toes and water below your boat, our Alpine Utility Shorts are for you. Whether you're the gear boat captain or setting the groover, you'll appreciate the triple stitching, back cargo & utility pockets, and full length action gusset. Our AUS is the short that is setting the new outdoor standard for the stout canvas go-to companion. It wants you to focus on the adventure, not worry about what to wear when doing it. Ironic thing is, you'll look damn good in them (just ask the ladies – it's a known fact about MK's). Relaxed fit, no restrictions. 11" rise. Available in 3 inseam lengths: 7", 9" & 11". Chaco-tanned feet sold separately.

SIZES: Waist: 30-42, 33, 35 - Inseams: 7, 9, 11
COLORS: Ranch, Yellowstone, Granite
MSRP: \$54.95

MK Women's Alpine Utility Pant (WAP)

Rowdy, meet Refined. Never has 'mountain core' met 'outdoor sexy' like our Alpine Utility Pant for women. These bitchin' britches separate the tourists from the locals and don't stop to apologize for the stains that embellish them. At The Coach Bar or the square in Jackson, you'll get the insider's nod with our AUP's. Made with our famous, proprietary 10.4oz 100% Cotton Canvas, they're ready to position the flagstone, pick the hooves, set the belay, and are brushed and pre-washed for no-chafing when putting the pedal to the metal. Warning: our AUP's just beg to get dirty. Contemporary rise (2 fingers below belly button). Regular and long inseams. Straight leg.

SIZES: 0-16, Inseams: Regular (32), Long (34)
COLORS: Ranch
MSRP: \$70 (NEW lower price!)

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MOUNTAIN KHAKIS® COTTON TWILL COLLECTION

MK Men's Teton Twill (TTW)



Hemingway would have lived in our Teton Twills. This is our version of the classic khaki pant, but with a healthy dose of rugged – like a best-kept secret known only to the wearer. Our proprietary 8.5oz Cotton Twill may not mean much in writing, but you'll thank us for researching over 1000 varieties of fabric to create our own custom Twill, truly perfect for everything you throw at them from January 1st to December 31st. Like a weekend warrior hiding in dress clothes, your Teton Twills will rarely make it to the hanger. Relaxed fit, no restrictions. 11" rise. Available in 5 colors that even you can match with a shirt.

SIZES: Waist: 30-42, 33, 35 - Inseams: 30, 32, 34
Also: 34x36, 36x36, 38x36

COLORS: Sand (NEW!), Olive (NEW!), Retro Khaki, Natural, Stone

MSRP: \$72.95

MK Men's Teton Twill Short (TTS)



It's 5 o'clock somewhere. Simple. Functional. Damn good lookin'. And they feel great, too. MK has a sacred design philosophy that requires all of our garments to be 'clean' and not overdone, but true to timeless style. The Teton Twill Short is the epitome of that philosophy. Welcome to our world. It may be snowing at the Jenny Lake Lodge, but your bag's packed for bonefish in the Bahamas and there's a hammock with your name on it. Get real! The lawn needs mowing and there are chores aplenty... but your Teton Twill Shorts are comfortable and ready to fly at a moment's notice. Full-length action gusset for lounging on the flybridge. 11" rise. Boat drink not included.

SIZES: Waist: 30-42, 33, 35 - Inseam: 10

COLORS: Retro Khaki, Natural, Stone

MSRP: \$49.95

MK Women's Teton Twill (WTTW)



X, Y, Z... no matter what generation you claim to be yours, our Teton Twills are your timeless companion through life's journey. Our anchor style designed by women for women, these independent beauties are your steadfast, loyal and true khakis. We invited style and savvy to come over, but politely said 'no' to trendy whim. Our signature 8.5oz Cotton Twill moves with purpose and confidence, just like you. Angled hand pockets lay flat against waist. Flat welt rear pockets. Contemporary rise (2 fingers below belly button). Regular and long inseams. Straight leg with slight flair.

SIZES: 0-16, Inseams: Regular (32), Long (34)

COLORS: Retro Khaki, Willow

MSRP: \$65 (NEW lower price!)

(more)

MK Women's Cargo Capri (WCC)

"Cute capris! Where'd you get those?" Prepare your response now. Our Cargo Capris are known near and far to be the most comfortable, flattering and well-wearing capris available today. Call us perfectionists, but we've dared to improve on excellence with our enhanced, new fit ('cause our women designers know what women want). Our perfect-for-all-seasons 8.5oz Cotton Twill moves with your body, and breathes with the wind. Notched hem on exaggerated cuff can be rolled up on days meant for more attitude. Cargo pocket on left thigh is actually functional – keeps your favorite novel close at hand. Contemporary rise (2 fingers below belly button). 21" inseam. Straight leg.

SIZES: 0-16, Inseams: Regular (32), Long (34)
COLORS: Retro Khaki, Willow
MSRP: \$55 (NEW lower price!)

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MOUNTAIN KHAKIS® COTTON/LYCRA TWILL COLLECTION

MK Men's Lake Lodge Twill (LLT)



"Cinderella story outta nowhere. Former greenskeeper, now about to become the Masters champion..." Carl Spackler – whatta guy. Whether you play golf or just prefer the club, our Lake Lodge Twills are the perfect lightweight hybrid pant for everything from low-brow to high-zoot. Like you even tried to look good today. Just remember, if your gonna' dress the part, you'd better be ready to play the game. It's all about the follow through now, isn't it, guys. But about these pants - custom stretch fabric allows you to "just be the ball, be the ball, be the ball." Relaxed fit, no restrictions. 10" rise. Available in 2 colors that even you can match with a shirt.

SIZES: Waist: 30-42, 33, 35 - Inseams: 30, 32, 34; Also: 34x36, 36x36, 38x36
COLORS: Light Khaki, Classic Khaki
MSRP: \$84.95

MK Men's Lake Lodge Short (LLTS)



Like a game of Clue®... it was a Parrothead in the Keys with a Margarita. BUSTED! Picture paradise: sandy beaches, rolling waves, coconut smell in the air, flip flops and a cerveza mas fina. Shirt-on or shirt-off, depending how many cheeseburgers in paradise you've eaten lately. Our Lake Lodge Shorts are your ticket to nirvana. Our custom stretch fabric is perfect for hanging ten and night-time, too – campfire on the beach, strumming guitar, full moon reflecting on the water, and marshmallows on a stick. Leave your stress behind – it's not welcome here. But your Lake Lodge Shorts set the dress code. Relaxed fit, no restrictions. 10" rise. Full-length inseam gusset for ultimate comfort on your sunset cruise.

SIZES: Waist: 30-42, 33, 35 - Inseam: 10
COLORS: Light Khaki, Classic Khaki
MSRP: \$59.95

MK Women's Lake Lodge Twill Short (WLLS)



Okay ladies, this is the short that will make you say "ahhhh" as you pull them on - every time! Made with our cool, lightweight stretch cotton twill, the Lake Lodge Shorts are your *BFF* even over sunkissed skin. Thanks to savvy 'by-women-for-women' design and stretch material, they accommodate all shapes and sizes, and hug your body's curves in all the right, flattering ways. Accent stitching accentuates your feminine flair. Flat welt rear pocket. Notched hem lends a nod to the 19th hole. Slim fit. Contemporary rise (2 fingers below the belly button). 10" Inseam.

SIZES: 0-16
COLORS: Classic Khaki, Chocolate, Navy
MSRP: \$55 (NEW lower price!)

(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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MOUNTAIN KHAKIS® COTTON/LYCRA CORDUROY COLLECTION

MK Men's Cottonwood Cords (MCO)



Sleeping in your pants could become a new trend due to the popularity and ultimate comfort of our Cottonwood Cords. Your inner slacker will so love them for their soft, stretchy, sweatpants feel. Your outer boss will appreciate them for not being sweatpants. Trust MK, we know how to make you look good, even when you're not trying. Cozy up with someone you love, but if they're also wearing MK's Women's Cottonwood Cords, there's a slight chance you could get stuck together like Velcro®. That might be okay. Warning: Cottonwood Cords elicit a 'touchy-feely' response from strangers. That also might be okay. 11" rise. Signature "ballroom" action gusset. Relaxed fit – just like you.

SIZES: Waist: 30-42, 33, 35 - Inseams: 30, 32, 34
Also: 34x36, 36x36, 38x36
COLORS: Khaki (NEW!), Slate Blue, Chocolate
MSRP: \$74.95

MK Women's Cottonwood Cords (WCO)



Cute, vivacious cords seeking active, adventurous gal. Stylish and stretchy with a pinch of attitude, our proprietary 3% Lycra-blend cord goes everywhere you go but keeps its shape. Designed by a woman, our cords are stretchy enough to wear to yoga, comfy enough to sleep in, and good-lookin' enough for dinner at the Snake River Grill. Warning: they rarely make it to the hanger. Order a size smaller than your norm. Straight leg. Contemporary rise (2 fingers below the belly button).

SIZES: 0-16, Inseams: Regular (32), Long (34)
COLORS: Avocado, Berry, Slate Blue, Chocolate
MSRP: \$70 (NEW lower price!)

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MOUNTAIN KHAKIS® KIDS COLLECTION

Boy's Original Mountain Pant (BOMP)



For the MK fan, we've created a mini-me version of the classic MK's for your compact compadre. Designed to encourage the words, "Go get dirty" and "Don't come home until dinner", our Original Mountain Pant for kids is tough where it needs to be yet soft against tender skin. Reinforced cuffs and chap-style knees beg for skids, slides and burn-outs. Concealed elastic-adjust waistband allows little Johnny to wear his pants like Dad's, but makes Mom happy knowing they'll fit for a long time. Utility pocket on the right thigh is the perfect size to bring home treasure from the trail. There's even a hidden hand pocket for the secret-type treasure. UPF 50+ fabric. Relaxed fit, straight leg.

SIZES: 2T-3T, 3-4y, 5-6y, 7-8y, 9-10y, 11-12y
COLORS: Yellowstone, Freestone
MSRP: \$54.95

Boy's Original Mountain Short (BOMS)



Little Rascals meets Dennis the Menace. Our Original Mountain Shorts are designed to encourage 'curiosity' and adventure. These shorts are bored-stiff when indoors, and only come to life when thrown against dirt, bark, grass, and bike seats. And they keep coming back for more. Concealed elastic-adjust waistband allows little Johnny to wear his pants like Dad's, but makes Mom happy knowing they'll fit for a long time. There's even a hidden hand pocket for holding notes and secret passwords. Relaxed fit, straight leg. UPF 50+ fabric.

SIZES: 2T-3T, 3-4y, 5-6y, 7-8y, 9-10y, 11-12y
COLORS: Stone, Retro Khaki
MSRP: \$44.95

Boy's Teton Twill Pant (BTTW)



Kids learn early in life that sometimes you have to straighten up and fly right. But after that, it's back to playtime! We designed the MK Kids Teton Twills for those days. Be it school, church or family picnics, the Teton Twills are spiffy enough to make little Johnny look good, Mom and Dad feel proud, and cause Grandma Lucy to give that sly wink/nod of approval. Concealed elastic-adjust waistband allows your little guy to wear his pants like Dad's, but makes Mom happy knowing they'll fit for a long time. There's even a hidden hand pocket for holding notes and secret passwords. No-button welt pockets in the back mean the car won't get scratched if he leans against it. Relaxed fit, straight leg. UPF 50+ fabric.

SIZES: 2T-3T, 3-4y, 5-6y, 7-8y, 9-10y, 11-12y
COLORS: Stone, Retro Khaki
MSRP: \$49.95

Girl's Teton Twill Pant (GTTW)



Style knows no age limit. Like a mysterious chromosome that girls are born with, it starts to appear at an early age. For our adventure-bound and style-savvy gals, we designed the Teton Twills. A smidge of feminine flair combined with the timeless khaki theme, they're the perfect britches for everything from scrambling over rocks, hiking on trails and rolling down hills. But we know even the toughest of gals needs to act like a lady now and then, and sometimes all that in the same day. We thought of that, too. Take the Teton Twills out of the dirt and into the classroom or church pew and they'll get the keen eye of approval from discerning family members. No-button welt pockets in the back mean the car won't get scratched if she leans against it. Relaxed fit, straight leg. UPF 50+ fabric.

SIZES: 2T-3T, 3-4y, 5-6y, 7-8y, 9-10y, 11-12y
COLORS: Stone, Retro Khaki
MSRP: \$49.95

Girl's Teton Twill Skort (GTTS)



Even the big burly guys at MK coo over our Teton Twill Skort. A unique design, our Skort is more than meets the eye. But the only thing that really matters is that your little gal loves to wear it day in and day out. Shorts with a skirt-style front panel, we designed an internal elastic adjust system that, when engaged, doesn't bunch up the front skirt, only the sides and back. Snap closure and hidden zipper on the front and yoke panel on the back make this little number a must-have for all girls' wardrobes. Coordinate with anything, she's ready for summertime adventure, playground follies, and even more official meetings like lunch with Grandma Sue. Wear with leggings in the winter. UPF 50+ fabric.



SIZES: 2T-3T, 3-4y, 5-6y, 7-8y, 9-10y, 11-12y
COLORS: Stone, Retro Khaki
MSRP: \$34.95

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MOUNTAIN KHAKIS® ACCESSORY PROGRAM

MK US-Made, Recycled T-Shirts



Recycled and 100% American Made ~ Consider it a compliment to be called a 'Dirtball' if you're donning one of MK's new T-shirts designed and manufactured by NC-based Dirtball® Fashion. Walk proudly among your peers, knowing that the threads on your upper body are Recycled, and 100% American Made. Get this - MK Dirtball® US-Made, Recycled T's are made with fabric consisting of

65% recycled cotton fiber and 35% recycled post-consumer polyester. Woven into each MK Dirtball® T-shirt are 2½ 16oz water bottles! Did someone call you an eco-apparel geek? You have *arrived*.

SIZES: S-XL

COLORS: (Landscape S/S) Blue; (Landscape L/S) White; (Recycle S/S) Red; (Recycle L/S) Gray

MSRP: (S/S) \$24.95; (L/S) \$25.95

MK Organic T-Shirts



MK realizes that not everyone has the 'bod' to walk around shirtless like we all do... well, the guys anyway. And really, some of us should cover that hairy upper torso. Thus the MK T-Shirt program. Like everything we do at MK, our T's make a statement about what's important... organic cotton fibers, timeless graphics that remind you to 'chill', and colors that coordinate with our pants, cause lookin' good is as important as feelin' good. So for those of you that wear your 6-pack *on* your shirt versus *inside* your shirt, we give you our MK T's. Really, it's a gift to those around you. Euro-American fit.



SIZES: S-XXL

COLORS: ("Live") Navy & Olive; ("MK Lifestyle") Bio Diesel & Mutts Blue

MSRP: \$23.95

MK Lids



"You can have my girl, but don't touch my hat..." toots Lyle Lovett, and he couldn't have said it better. Don't be stupid though guys, women feel the same way about their hats. It's a guarantee that our timeless version of the baseball cap will be at the top of the stack in your closet (that is, when it's not on your noggin). Sweat-stain and all, it's your best friend waiting to get dirty.

SIZES: One Size

COLORS: (Canvas, Circle Logo) Navy & Sand; (Chino, 3D logo) Navy (NEW!), Black, Dark Brown & Mustard

MSRP: \$19.95



(more)

MK Visor

Display your shiny cue ball to the birds. Or get control of your chia pet. Either way, accessorize your head! Visors were so 80's until MK revealed its haut-couture version of the classic headpiece – they haven't looked so good since Ty Webb. Ergonomically designed to double as your disc golf driver. Not really, but wouldn't that be handy. 2 styles, 4 colors. Sunscreen not included.



SIZES: One Size
COLORS: (Canvas, Circle Logo) Navy & Sand; (Chino, 3D logo) Light Brown & Mustard
MSRP: \$19.95

MK Glass-Buckle Belt

Guys & gals, you may be thinking that you're too rough to wear something called a 'glass-buckle belt', but even if you're the bull-in-a-china-shop type, these artisan belts are durable enough for you. A metro-western fusion style, John Frechette of our own Jackson Hole, WY handcrafts each and every buckle, and custom-designed our own MK mountain version. The colored glass is cut, layered into design, then kiln-fired for up to 12 hours at 1400 degrees. That's hot enough to melt your toenails. 4 color options. Brown leather belt included. Whip it good.

toenails. 4 color options. Brown leather belt included. Whip it good.

SIZES: S(32), M(34), M/L(36), L(38), XL(40)
COLORS: Light Blue/Yellow, Dark Blue/Green, Orange/Brown, Green/Clear Green
MSRP: \$62 (includes belt)

MK Roller Belt

Roller skates, roller derby, roller blades... and now the roller belt from MK. It occurred to us that some folks might need a belt to hold up their britches. And some might want to show a little 'couture' while doing it. The MK Roller Belt is a classic style for everything casual (like the Farmer's Market) to proper (like dinner with the in-laws). Heck, it'll even fit in at the roller rink. Our 1 ¼" wide bridle leather belt is vegetable dyed with smooth-action, antique-finished hardware... the

same high-quality precision in our accessories that you have come to expect from our pants. One color (brown) in four sizes.

SIZES: S(30-32), M(33-35), L(36-39), XL(40-43)
COLOR: Brown
MSRP: \$49.95

MK Webbing Belt

Our 100% nylon, 1 ½"-wide, quick-dry, stain-resistant belt has über-strong stainless steel teeth that grip the webbing for a non-slip experience, making it the ultimate multi-purpose belt. Did we mention it doubles as a bottle opener? Now we have your attention. Strap it around a 6-pk to carry or chill them in a mountain stream. Wrap it around the roll-bar to secure your mountain bike off the back. Loop it through your dog's collar for those 'oops, forgot the leash' moments. But

really, all that we ask is that you use our Webbing Belt to hold up your MK's. Three colors, one size (44"). Trim and heat-seal for a custom fit.

SIZE: 44" (Trim to Fit)
COLORS: Navy (NEW!), Black, Green, Khaki
MSRP: \$24.95

(more)

MK Teton Belt



This ain't our first rodeo! The Teton Belt – you don't have to race to win it like the sub-9 hour belt buckle from the Leadville 100, or bust the bronc in 8 seconds like the one from the Cheyenne Rodeo, and you definitely don't have to crush a chair over some thugs head like the one from WWE. Our Teton Belt displays MK's high country style in a front & center, low-profile, pewter-tinted, Grand Teton-embossed buckle. It's just the ticket for a night out on the town, slingin' hay bails or a stop at the coffee shop on your way to the office (sorry, we try to avoid that word). Our hand-tooled 1 ¾ "-wide bridle leather belt is vegetable dyed and has seven punches to stay with you before and after Thanksgiving dinner. Two colors, Brown & Black, in four sizes.

SIZES: S(32), M(34), M/L(36), L(38), XL(40)
COLORS: Black, Brown
MSRP: \$49.95

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MOUNTAIN KHAKIS® TESTIMONIALS!

"I'm embarrassed to admit, I wear these pants every single day."

- Chris Shuler

"I mean it when I say you make outstanding products. There are few companies making clothes that last, WORK, and feel good; as a young bush pilot the former(s) is a real joy for me. So, thank you, keep up the good work!"

- Spreading the Word

"Hello, I just bought my first pair of OMPs yesterday at the Alpine Shop in Rangely, Maine. Washed them last night and wearing them now. WELL DONE! These are excellent pants. I look for unique pants that are a bit heavier weight with some design extras for longevity that aren't too run-of-the-mill - you guys nailed it. I wear Carhartt, Patagonia, Kuhl, Columbia, LL Bean, and Filson to name a few. These OMPs are hands-down the pick of the litter, and I can see how other similar pants I own (like a pair from Territory Ahead) are nothing more than knock-offs. I'm part of an apparel company, so I know the value of feedback. Pleased tell your Team that they are doing GREAT work. THANK YOU."

- Cheers

"I love them, what more can I say."

- Eddie Gianelloni

"Tell whomever designed these things that they came up with an awesome pair of pants!"

- Randy Schiltz

"Here is a funny testimonial for you. The other day I was wearing a pair of MK Original Mountain Pants. I stopped at a store to quickly run in, hopped out of the truck phone in one hand and keys in the other. I think the toe of my flip-flop, yes MKs and flip flops - awesome combination, caught on the edge of the curb but whatever happened I went down. A full layout on the cement, face first with my chest on the ground, almost comical but I swear I was sober! My hands and knees took the fall. I got up and brushed myself off, looked at my pants and not a scratch. Absolutely no evidence of trauma to the pants. Later I found a quarter sized abrasion on my knee, a good old skinned knee which scabbed up and everything. The pants were untouched so I must have skinned my knee on the inside of my pants, those are some tough pants, like concrete!"

- Brian McVickers

"The MK flannel pants have been on no less than five backcountry trips and they worked great for warmth and durability on these backpack deals. They're not lightweight by any means, but they were not meant to be. The pants were warm, and that's what I had them in my backpack for. They were the first thing I put on in the evenings, and the last thing I took off after the sun came out."

- Rick Shandley

"I have worn Mountain Khakis in some of the most difficult conditions of the world, including our recent expedition to Central America. I am a real fan."

- Scott Brady

"Keep the MK Team fired up - you have guys have great product and I'm proud to wear it daily (and I mean Daily!)."

- Alden Mills



MOUNTAIN KHAKIS®: THE ESSENCE OF MK

(Jackson Hole, WY – December 1, 2009) Casual comfort meets rugged mountain style, Mountain Khakis® makes the best-damn khakis on the planet. Offered in colors and textures found in nature's palette, Mountain Khakis® are Built for the Mountain Life™ - plenty durable for long days on the ranch and in the river - and plenty good lookin' for long nights out on the town.



MK Soul Statement

Inside all of us exists an adventurous soul – a wild heart that is called from nature to live authentically and free from modern society. For many outdoor and mountain enthusiasts pure freedom and rugged adventure have become a way of life. Mountain Khakis® was developed specifically for this lifestyle. Founded in Jackson Hole, Wyoming, Mountain Khakis is a specialized and precise product line committed to design, quality, consistency, and authenticity.

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MOUNTAIN KHAKIS® MAKING A DIFFERENCE: NON-PROFIT ALLIANCES

(Jackson Hole, WY – December 1, 2009) At Mountain Khakis®, it is our goal to establish long-term partnerships with organizations that reflect similar ethics, standards and objectives as MK's... partnerships that seek to explore, harness and protect the diverse, core, grassroots values of the outdoor lifestyle, and represent the communities in which MK is present.

Every year, the MK Team rallies to consider the many organizations we wish to support. To date, we've proudly supported these fine organizations through donations and in-kind contributions:

- Snake River Fund www.snakeriverfund.org
- The Access Fund www.accessfund.org
- Grand Teton National Park Foundation www.gtnpf.org
- 1% For the Tetons www.onepercentforthetetons.org
- Catawba Lands Conservancy www.catawbalands.org
- The Conservation Alliance www.conservationalliance.org
- The American Alpine Club www.americanalpineclub.org
- Children & Nature Network www.childrenandnature.org
- Learning Through Loggerheads www.ltionline.org
- Colorado Plateau Mountain Bike Trail Association (COPMOBA) www.copmoba.org
- Crested Butte Mountain Bike Association www.cbmba.org
- 24 Hours of Booty www.24hoursofbooty.org
- KAFM Community Radio www.kafmradio.org
- USA Climbing www.usaclimbing.org
- Outdoor Industry Women's Coalition www.oiw.org
- Friends of McInnis Canyons www.mcinniscanyons.org
- Conservation Trust for North Carolina www.ctnc.org

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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.

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Built for the Mountain Life™

MOUNTAIN KHAKIS® 2009 TEAM MK #1 IN NATION!

(Jackson Hole, WY – October 2, 2009) Mountain Khakis®, a premier outdoor-lifestyle apparel brand “Built for the Mountain Life”, proudly announces *Team MK* ranks #1 in the U.S. in the 2009 USA Crit Series.

It’s good to be *Team MK*! The season’s final USA Crit Series race was held Thurs, Sept 24 in Las Vegas; it was here that *Team MK* dominated the field with Eric Barlevav’s win. His win, coupled with *Team MK* Mark Hekman’s race from behind to win the field sprint, placed *Team MK* #1 and #3 in the individual standings (1-Hekman, 3-Myerson) and #1 in the team standings for the overall 2009 UCI Continental Pro season.



Thursday night’s 60-lap race was held under the lights of Las Vegas in front of the Mandalay Bay Casino, and coincided appropriately with the international ‘Interbike’ trade show. According to *Team MK* Captain, Mark Hekman, “It’s been a good season; the team has raced so good all year long. I love this team.”

Managed by Premier Sports Partners of Winston Salem, NC, *Team MK* blistered the competition with its dominant streak through the 2009 season. The team competed in over 90 international, national and regional races, with over 31 wins, 65 Top3 finishes, and over 120 Top10 finishes - leaving opponents gasping for air and spectators begging, “Who *are* these guys...?!”

“Our partnership with Mountain Khakis has helped us coast to coast with success advocating this national brand,” said James Bennett, owner of Premier Sports Partners. “In return, we have brought them to the forefront of the dedicated and loyal customer base of the cycling community. We anticipate this partnership lasting for years to come.”

“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.”

Team MK is strongly committed to its mission of identifying young talent and teaching the trade of professional cycling. Pairing young high-potential riders with experienced captains and mentors speeds knowledge transfer and shortens the learning curve and everyone is given the common goal of delivering top performances in national caliber races. The team management is pleased to have found such a strong supporter of our mission and goals in the Mountain Khakis® organization.

The 2009 team was directed by Jason Snow, managed by Premier Sports Partners’ co-owners Jamie Bennett and Pat Raines, and consisted of many returning riders as well as some key additions. Andy Baker, Jackie Simes, Eric Barlevav, David Guttenplan, Mike Stoop, Tom Soladay, Daniel Ramsey, and Adam Myerson are returning riders. New additions include Mark Hekman, Toby Marzot, Logan Loader, Will Hoffarth, Spencer Beamer, and Issac Howe. (more)

The All-American team alternated its young riders and experienced mentors through both a southeast regional calendar and a full NRC, USA Crit and U.S. Pro Tour schedule. As part of the process of cultivating the next generation of US cyclists, Premier Sports Partners has established a unique talent identification process. Two riders on the 2009 team, Logan Loader and Will Hoffarth, were selected from our 2008 Performance Camp. It is an unprecedented opportunity and offers all young riders a legitimate forum to show that they have what it takes to ride for a professional team. We hope to take at least 4 riders from the camp this year for our 2010 team.



Team MK wishes to send a special "thank you" to those who support our mission and make this program not only possible, but SUCCESSFUL: Mountain Khakis®; Edifice Construction;

Budget Self Storage; Hincapie Sportswear; Kazane; Dedicated Athlete; Cyclesafe.org; Freedom; Eleven81; Lazer; Hibros; Albabici; Scicon; Tifosi Optics; 360 Self Storage Advisors; Momentum Auto Sales; TRP Brakes; Sun Printing; and, of course, our financial benefactors and dedicated fans.

More information about *Team MK* and the Performance Camp can be obtained at the team website [Team MK](#) or www.teammountainkhakis.com.

About Mountain Khakis®

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Mountain Khakis® ~ Built for the Mountain Life™ ~ Get in Our Pants!

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WE ARE MOUNTAIN KHAKIS®
MEET A FEW MK TEAM MEMBERS!



Erin Fagan, MK Marketing Coordinator

Hi! I am Erin, the Marketing Coordinator at MK. My main responsibility here is to manage grassroots marketing. In other words, I work with various organizations (this includes, but is not limited to, colleges/universities, clubs, companies, and dealers) to gain brand recognition through sponsorship of a variety of events. I also manage the MK Ambassador program (professional and college) and help to maintain our various social media outlets. I have been with the company since February 2009.

A little about myself: I am North Carolina born and bred...LET'S GO HEELS (and a huge fan of the Tarheels if you couldn't tell). I graduated from the University of North Carolina at Wilmington with a degree in Communication Studies. After college, I moved to New York City for three and half years where I worked in Fashion for a Fortune 500 company. I am now back in NC and am welcoming the milder seasons again and my proximity to the beach. I like music, fashion, eating, traveling, being social and dancing. Although, I am pegged as the "not so outdoorsy" MK employee, I am learning to embrace my outdoor side. Thanks MK!

Sink Kimmel, Sales & Service Representative (SSR)

I grew up in SC and have always had the adventure bug as far back as I can remember... At age, 11, my folks took our family on a memorable 3000 mile road trip west that went through most recognizable national parks. One of the stops included JH, WY. We fished Yellowstone Lake opening day and landed approx 80+ cutthroat... truly an unforgettable experience. That trip would be a developmental footprint for future adventures in life. This lifestyle pursuit continued through high school and college through the organization of Young Life. I spent tons of time working at their camp properties in western NC and Colorado. All my college summers were spent in Colorado. After graduating Columbia International University, I moved to CO. I bagged as many 14er's as possible and spent the rest of the time working to support my outdoor habits! I was given a fly rod at age 21.... It has been downhill ever since. I picked up the habit of distance running at age 21 as well. Since then, I have competed in several 5k, 8k, 10k, and half marathon events. I am still an avid runner, but have crossed into road cycling where I have competed in similar amateur road racing events. I also love spending time with friends... whether that is

introducing them to fly fishing, road biking or just sharing a conversation over a drink. This led me to meeting my future bride (Meg) who I will marry Jan. 2 to begin the next adventure!

Mac Lackey, MK Co-Founder

Since August of 2003 Mr. Lackey has served as a Managing Director of BlackHawk Capital Management and as a Founder and Managing Partner of Mountain Khakis, LLC. Mr. Lackey and his companies have been featured nationally on CNN, The Wall Street Journal, Fast Company, Business North Carolina, USA Today and The New York Times. He was named one of Charlotte's 40 most influential individuals under the age of 40 and regularly speaks on panels and at conference on the subjects of accelerated growth companies, technology and startup issues. Mr. Lackey lives in Charlotte, NC with his wife and two daughters.

Terry Greenwood, MK Co-Founder

Prior to founding Mountain Khakis LLC, Terry founded and served as principal of Hunter Holdings, a private development-venture group that from 1986 has coordinated development, early stage activity and private investment partnerships primarily in real estate, hospitality and retail interests.

Environmentally and socially conscious, Terry encouraged the early participation of the company in the formative years of 1% for the Planet and continues active and financial support of Thompson's Child and Family Focus, www.thompsoncff.org, a safe harbour and fostering environment for children in need of therapeutic attention due to abuse, health, financial need or other types of trauma. A former collegiate scholarship athlete in football and competitive black belt in Taekwondo, Greenwood is active in racquet sports, enjoys snowboarding, fly-fishing and wing-shooting, and is an avid equestrian. Terry resides in Charlotte, NC close to daughter Lindsay and son Chase.

Julie Hartnett, MK Operations Manager

Julie grew up in Charlotte, NC and has since never left. She is a world traveler and has many great pictures of her adventures. Music is also a huge part of her life and every time she gets a chance to combine the two, she does! Though she does not label herself "outdoorsy," she thoroughly enjoys camping and exploring untraveled paths. Before she arrived at Mountain Khakis, she worked for a mortgage company as an Operations Analyst. Last August, she decided to take a different route and landed on our doorstep. We took her in and now call her our "Operations Manager." She cares a lot about her work and is extremely organized and creative. Most importantly though, she keeps us laughing.

Jessica Hoffmann, MK Sales & Services Representative (SSR)

Jessica Hoffmann has worn a lot of hats, from professional horseback rider and French translator, to entrepreneur. After trying out for the 2004 Olympics as an equestrian and hiking the 500 mile Camino de Santiago, she switched her riding cap for a climbing harness, and began an addiction for rockclimbing. Jessica joined the Mountain Khakis team in 2007 after successfully launching her own apparel company, Palmetto Equestrian, outside of Charleston, South Carolina. She and her husband own Looking Glass Outfitters and reside in Brevard, North Carolina with their dogs Daisy and Jasmine.

Joe-Anne Lukac, MK Graphics Design Engineer

Received her BFA in Communication Design (Graphic Design and Advertising) at Kutztown University. After graduation, she moved from Pennsylvania to Charlotte, NC to work for a brand development and identity-consulting firm. After creating identities for clients such Coca-Cola Company, Sky Financial Group, and DuPont-Akra Polyester, she took her talents from print to web. Moving to work for an Internet service company, she quickly found her niche and transitioned into an Information Architect roll (supported by her web designer and front-end developer experience) on projects for NBC6.com, Skyteam.com, Volvo, and Internetsoccer.com. Moving away from B2C companies, she took on a new roll to work for a B2B web-based software company and notably created the first online appointment scheduling tool in the logistics software sector. After years of 80-hour workweeks, she "retired" for a couple of years to start her family. Being a proud mom of 2, she has started part-time with MK as a support for all branding and advertising needs. "Mountain Khakis is a great workplace. They allow me flexible hours so I can slowly get back into the working world, without sacrificing my family responsibilities. Gotta love MK for that!"

Morgan Moss, MK Customer Service Representative

Born in Blacksburg, VA where my dad attended college, I began a life in the Smoky Mountains. My father was in the military and traveled all over the country, giving me an opportunity to live in many different places and see many things the world had to offer but also enjoying a childhood in a small mountain town in North Carolina with my mother. Although I loved to be outside with friends throughout high school, my true love for the outdoors began when I would take drives along the Blue Ridge parkway looking for solitude from my adolescence. It only grew stronger when I got to college and was able to meet people who shared my love. I lived in Vermont for a summer my sophomore year opening a whole new world of long days at the lake, hiking for miles, running in the early morning heat and playing a little golf when I had the time. Finishing my last semester of college, I took a Wilderness Experience class with an incredible professor and friend who I will always remember and thank. Sandy Cohn, the director of Ventures at UNCC, taught each of us to not only respect and love the outdoors but to take charge of our own lives through empowerment and education. He was a mentor who helped me determine what direction I was going to take my life in after college, a decision I struggled with and wouldn't wish on the faint of heart. I started at Mountain Khakis in May 2008, a couple of days before my college graduation. I still find it amazing that I have been here over a year with still so much to learn...it's a pretty sweet place to call home!

Jeanne Musto, MK Customer Service Manager

Married to Sam, and have a daughter, Lori and son, Steve. They are both married with two children each and they are a big "fun" part of my life. After a career in Insurance in Atlanta, we moved to Charlotte, NC about 20 years ago. I decided that I love being active and outdoors so I moved on to a more relaxed atmosphere. I managed a Tennis Pro Shop in one of the south's largest tennis clubs for sixteen years and played tennis at every opportunity. Enjoyed the competition and played in some local leagues and tournaments. When I started my position at Mountain Khakis in December 2005, there were only five staff members...WOW...how we have grown! We were wearing many hats back then and today those hats have become departments. I manage Customer Service presently and have also become experienced in Quality Controls. My passion here at Mountain Khakis has grown into a love for helping customers stay happy. Going the extra mile will bring them back as repeat customers....and "as the story goes".... the company grows and grows.

Noah Robertson, MK Global Brand Manager

After a brief stint in the financial services industry after college, Noah traveled the world and landed in Portland, OR working for REI as a retail specialist. In 1998, Noah moved to Jackson to work for Cloudveil Mountain Works as one of its first employees. After five years at Cloudveil Noah took a position with the Mammut Sports Group as the Sales Manager for the US market and moved to Burlington, VT. Just prior to taking the position at Mammut Noah had spent time with the original founder of Mountain Khakis developing the business plan. After two years working with Mammut, Mountain Khakis became a reality and he moved back to Jackson as one of the founders, setting up and managing the Jackson Hole office. Initially, Noah acted as the Director of Sales for Mountain Khakis developing the sales force and distribution strategy. Currently, Noah is the Global Brand Manager focusing on design, supply chain management, and branding. Noah enjoys skiing, fly-fishing, ice hockey, mountain biking, and anything else in the outdoors when time allows. He has a beautiful wife, Amanda, and two wonderful children, Addie (5) and Rufus (3).

Ross Saldarini, MK Co-Founder & President

Mr. Saldarini received a BS in economics from Davidson College and a Masters in Accounting from UNC-Chapel Hill. He was a two-year captain of the Davidson men's soccer team and has served on the Davidson Athletic Board. He's biked the PCH and hiked Cinque Terre which give him some bona fides for 'outdoors' and 'lifestyle'! He and Mr. Lackey have been business partners for 13 years through internet, media and apparel ventures. Mr. Saldarini lives in Charlotte, NC with his wife and two children.

Jen Taylor, MK PR Manager

Jen is a proud mom of three, Ellie (18), Skyler (13) and Jet (9). She has a B.S. in Environmental Science from the University of Denver. She was a full-time competitive mountain biker in the early 90's, and still competes in mountain bike & mountain running races occasionally, multi-day epic mountain bike trips, is an avid and accomplished telemark skier, runs the Bolder Boulder 10K race annually with her daughter, and plays in the dirt with her kids whenever possible. She was once a quarterback for the Professional Women's Football League, played Junior Olympics basketball, was All-State in soccer, and is an avid

aficionado of vintage Land Cruisers, bicycles and European motorcycles. She and her husband, Chris Muhr, are active members of the Grand Junction, CO community. Jen was the founder & president of Mountain Sprouts®, Children's Adventure Outfitter. She is the founder & organizer of the "MOG Outdoor Fest" (Manufacturers of Outdoor Gear) in Grand Junction, CO. She is a member and volunteer of over 30 non-profit organizations. She is the President of the Board of Directors for KAFM 88.1/Grand Valley Public Radio Company, she serves on the Board of Directors for the Colorado Plateau Mountain Bike Trail Association (COPMOBA), and is a Boy Scouts of America Committee Chair. Among her professional accolades to date, Jen has received four Polartec® APEX Design Awards, served on the Outdoor Industry Women's Council (OIWC) panel as a Top Woman Entrepreneur in the Outdoor Industry, and was recently awarded the Boy Scouts of America "Peak Vision Award", recognizing her exemplary work on behalf of connecting kids with nature, her business ethics, and her visionary leadership.

Shelley Thornton, MK Sales & Services Representative (SSR)

She was born in Charlotte, NC and spent most of her early years in the Southeast where her love for sports and fishing was born. College at Appalachian State University and remaining in the mountains of NC nurtured her love of skiing, the mountains and most of all FLY FISHING!! She moved to Jackson, WY in 1996 and her passions were fueled by the never ending ability to be outside and appreciating what the outdoors have to offer. Mountain Biking, hiking and rock climbing were also added to her mix, but with a short summer season to work around, it seemed that the perfect hatch on one of the MANY rivers in the west, almost always won out when it came to deciding what to do. Jackson was home for 5 years and then back to Charlotte for a year. In that year she went to work for Bass Pro Shop as a fly fishing manager. While it was nice to be so close to home, the chance to go back out west and a job working in her passion was too much to turn down. Shelley moved to Ketchum, ID in 2001 to work with Waterworks-Lamson. When a job with SMITH Optics opened up in Ketchum, she put her resume in the ring, and worked with them until she moved back to Charlotte in 2005. Being closer to family finally won over the west! While she can't fish on her lunch breaks, she still teaches fly fishing and tries to get more people excited about the outdoors as much as possible.

Martin Wilkinson, MK Sales Manager

Martin Wilkinson joined the MK Team in October of 2008 as National Sales Manager. Martin spent 5 years as a sales rep in the outdoor industry working with Outdoor Sports Marketing representing Smartwool, Vasque, Western Mountaineering, Aquabound, Astral Buoyancy, and Silverfoot accessories. Martin's passion started in the mountains of North Carolina and working at Great Outdoor Provision Company during high school. His passion spread quickly, by completing a NOLS course and spending three years in Jackson Hole, Wyoming after college. Martin and his wife, Lauren, live with their Golden Retriever, Trout, in Charlotte. Martin was a fire fighter/EMT IV through college and is an avid outdoorsman. Fly-fishing has always been an obsession with him and he continues to still "wet a line" whenever he can!

Victoria Young, MK Controller

Born in St. Louis, MO in 19 seventy-something, but raised as an Army brat all over the world. Personally, I have lived in Charlotte, NC for the past 8 years with my daughters, Vanessa (16) and Vivien (9). Our favorite activity as a family is going to the beach or just chillin at the house. Vanessa is the cheerleader and Vivien the tom boy. I think I am somewhere in the middle. No one would classify me as an outdoors person, but I absolutely love Mountain Khakis, what the brand stands for, and the people that I work with. Professionally, I am an accountant with about 15 years of experience in both public and industry accounting. I have been the Controller for Mountain Khakis since April 2007. My job consists of managing the finance and treasury functions at MK. Prior to working at Mountain Khakis I held the position of Senior Financial Analyst with Pneumafil Corp in Charlotte, NC. A University of North Carolina at Charlotte Grad, I recently passed the CPA exam and I'm currently completing administrative requirements to become a Certified Public Accountant.

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THE END!