

# MOUNTAIN KHAKIS

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## JACKSON HOLE • WYOMING

BUILDING TRUST SINCE 1976™



### MOUNTAIN KHAKIS® OFFICIAL PANTS OF J.T. TURNER CONSTRUCTION IN TV'S *EXTREME MAKEOVER: HOME EDITION*

(Jackson Hole, WY – November 17, 2010) Mountain Khakis®, a leading outdoor-inspired apparel brand, are the official pants of J.T. Turner Construction as they appear in ABC's *Extreme Makeover: Home Edition*.

Crew members of J.T. Turner Construction are wearing Mountain Khakis' *Alpine Utility Pants*, *Original Mountain Pants* and *Teton Twill Pants* as they build the Simpson family of Savannah, Georgia a new home in ABC's primetime reality show *Extreme Makeover: Home Edition*.



According to Tripp Turner, owner of J.T. Turner Construction, he and his crew members were MK fans long before hitting the spotlight of ABC's tv cameras. As customers of MK retailer, J. Parker LTD, "Our crew is already a working commercial for MK."

"The MK family is very excited to be a part of this wonderful, benevolent opportunity - we're thankful to be included," said Joe Pagani, MK's Director of Business Development.

Construction began Saturday, November 13<sup>th</sup> and will be completed in just 5 days - in time for the 'reveal' on Thursday the 18<sup>th</sup>. The episode is expected to air on ABC in late January.

Nellie Dunn, Director of Marketing with J.T. Turner Construction reported today from the site, "Our guys are plugging along!!! We are making great progress and the house looks fantastic. The details inside and out are outstanding. It will definitely be a landmark in Savannah. The Mountain Khakis are great! Our guys are comfortable and look awesome in their gear!"

The Simpson family of five moved to Savannah, Georgia to accommodate the medical needs of their youngest child who was born with a deadly condition, yet their home was in a state of disrepair.

Last Friday morning, as the Simpson family was attending a *Ronald McDonald House* volunteer-appreciation breakfast, expressive *EMHE* host, Ty Pennington leapt from the kitchen talking through his iconic bullhorn. He announced to the Simpsons that *they* were the next beneficiary of a hallmark *EHME* home. After receiving a new car that Friday evening before a volunteer crowd at the local fairgrounds, the family departed for a cruise in the Bahamas.

Follow the progress at <http://savannahnow.com/extrememakeover>

#### About Extreme Makeover: Home Edition

The Emmy award winning reality program "Extreme Makeover: Home Edition," now in its 8th season, is produced by Endemol USA, a division of Endemol Holding. It's executive-produced by Brady Connell and George Verschoor. David Goldberg is Chairman, Endemol North America. The show airs Sundays from 8:00-9:00 p.m., ET on ABC.

(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 a top-performing outdoor-inspired apparel brand. Established in 2003, 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 outdoor enthusiast who believes that freedom and rugged adventure is a way of life.

Mountain Khakis® \* Built for the Mountain Life™ \* *Rise Above It™*

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