



Built for the Mountain Life™



MOUNTAIN KHAKIS® HIRES AGENCY TO BRING ITS OUTDOOR SPIRIT TO WIDER AUDIENCE

(Jackson Hole, WY – November 4, 2010) Mountain Khakis®, a leading outdoor apparel brand, has hired North Carolina-based PAVE Creative Group as its advertising agency of record.

In the seven years since its founding, Mountain Khakis has built a following among outdoor enthusiasts with its stylish and durable pants. “Coupled with the launch of our new MK Tops collection, we’re looking to expand our market to people who want stylish apparel that works for them in the office, out on the town or up on the mountain,” said Ross Saldarini, president of Mountain Khakis.

PAVE Creative Group of Winston-Salem, N.C., created the *Rise Above It* campaign that was recently launched for Mountain Khakis. The campaign includes ads in print and online publications, including the *Wall Street Journal*, *Men’s Journal* online, *Men’s Health*, *Outside*, *Overland Journal*, *Big Sky Journal*, *Outside Bozeman*, *Western Arts & Architecture*, *Tahoe Quarterly*, *Adventures Northwest* and *Avalaunch*.

“Mountain Khakis makes an incredible product that has an extremely loyal fan base,” said Joe Parrish, a partner at PAVE Creative Group. “When you see that kind of zealotry, you know there is something great about the product.”

“We are excited to bring our apparel and our piece of the outdoor ethos to an even larger audience,” Saldarini said. “The folks at PAVE Creative Group understand that there is something special about the combination of quality product, a brand that evokes a simpler lifestyle and time, and the passionate group of dealers and individuals that have built Mountain Khakis.”

As the brand reaches out to an international audience, the *Rise Above It* message will encourage people to express a carefree spirit, even when they can’t be outdoors.

“When you put on Mountain Khakis, it’s like you are putting on a badge that says, ‘I have this corporate job but I still have my outdoor life and outdoor values,’” Parrish said.

About PAVE Creative Group

PAVE is a group of creative strategists who operate at the intersection of design, ideas and business. The firm specializes in helping emerging growth companies develop and execute successful marketing strategies and innovative brand communications. Services include: consumer, trade and internal brand communications; public relations; interactive strategy and design; and media planning and placement. PAVE is located at 106-A Reynolda Village, Winston-Salem, NC 27106.

For more information, call (336) 721-1021 or visit www.paveways.com.

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, 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.

(more)

Mountain Khakis® ~ Built for the Mountain Life™ ~ Rise Above It™

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