



Built for the Mountain Life™

MOUNTAIN KHAKIS® PRESENTS THE 2011 TEAM MOUNTAIN KHAKIS® POWERED BY SMARTSTOP®

(Jackson Hole, WY – April 6, 2011) Mountain Khakis®, a leading outdoor-inspired apparel brand, presents the 2011 Team Mountain Khakis® powered by Smartstop® Domestic Elite Cycling Team.

The 2011 team consists of eight riders, of which four returning riders – Captain Adam Myerson, Jon Hamblen, Neil Bezdek and Thomas Brown - have been paired with four new members, all under the age of 23 – Luke Keough, Jerome Townsend, Ben Zawacki, and Travis Livermon.

“As individuals, this list of riders is strong. But as a team, and led by our captain, Adam Myerson, I think this group is on track to find that winning formula that we have been able to produce for 5 years,” said Pat Raines, co-owner of Premier Sports Partners and Team MK Manager.

The winning formula will combine a healthy amount of talent, dedication and discipline, and a quiver of good-looking and elite-performing accessories. The 2011 jersey, with its fearlessly bright design, complements the official team rides: the team bike - the Ridley Noah, “the fastest bike in the world”; the team van - a Mercedes Sprinter; the team car - a Mercedes E350 Wagon. They are fast, and they are *stylish*.



Mountain Khakis established a foothold in the cycling world in 2008 when the team captured the USA Crits Series team title, a feat they repeated in 2009 and 2010 as well. As for the continued sponsorship, Mountain Khakis® couldn't be more thrilled than to build on Team MK's legacy. “These guys have been champions to MK - individually and as a team,” said MK Marketing Coordinator, Erin Fagan. “They are a top-notch, high-class team and superseded their promise to 'represent the MK brand well' and generate exposure for Mountain Khakis in the road cycling community.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 2011.”

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 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 Team's 2011 preliminary race schedule is as follows:

- April 10-11: Rock Hill Cycling Classic Omnium, Patriots Trail Road Race, Brattonsville, SC
- April 24: Terrapin Athens Twilight Criterium, Athens, GA
- April 26-30: USA CRITS SPEEDWEEK, Southeast
- May 6-10: Joe Martin Stage Race (NRC), Fayetteville, AR
- May 22: Wilmington Grand Prix (NRC), Wilmington, DE
- May 23: Kelly Cup (NRC), Baltimore, MD
- May 26: Basking Ridge Twilight GP (NRC), Basking Ridge, NJ

- May 31: Tour of Somerville (NRC), Somerville, NJ
- June 10: Richmond Twilight Grand Prix (NRC), Richmond, VA
- June 12: Clarendon Cup (NRC), Arlington, VA
- June 13: Air Force Cycling Classic, Arlington, VA
- June 21-25: Tour of Ohio, Ohio, USA
- June 26: Hyde Park Blast, Cincinnati, OH
- July 2-5: Fitchburg - Longsjo Classic (NRC), Fitchburg, MA
- August 3-7: Crossroads Cycling Classic, Charlotte, NC
- August 7: Presbyterian Hospital Invitational Criterium (NRC), Charlotte, NC
- September 6: U.S. 100K (NRC), Atlanta, GA
- September 13: Carolina Cup, Greensboro, NC
- September 16: TX Tough Grand Prix III, USA Crits Finals, Dallas, TX

Team MK jerseys will be available to the public for a limited time only starting in early May on www.mountainkhakis.com. In the meantime, follow Team MK on ['Team MK' Facebook!](#)

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.

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About Mountain Khakis

Rugged. Authentic. Reliable. Timeless. What started as a casual conversation at the Shady Lady Saloon in Jackson Hole, WY has become a top-performing mountain-inspired lifestyle 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 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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