



MOUNTAIN KHAKIS® CATALOG WINS ADDY® AWARD

(Jackson Hole, WY – August 1, 2011) [Mountain Khakis®](#), a leading mountain-inspired lifestyle apparel brand, announces its spirited 2011 catalog won an [ADDY®](#) Award.

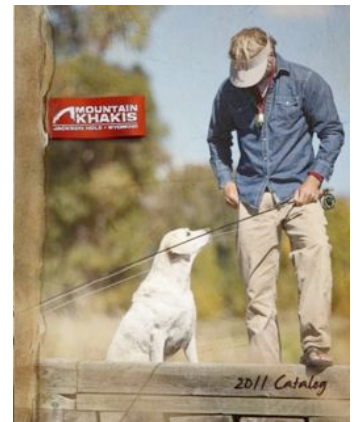
The 2011 catalog has been recognized with an [ADDY®](#) Award from the [American Advertising Federation](#)-Charlotte.

[Artizen](#) of Charlotte, N.C., designed the catalog with Mountain Khakis' Director of Creative Development, Jen Taylor, and entered it in the ADDY competition. All MK copy was written by Taylor.

The [ADDY®](#) Awards is the advertising industry's largest and most representative competition. It attracts more than 50,000 entries every year in local [ADDY®](#) competitions. The mission of the [ADDY®](#) competition is to recognize and reward creative excellence in the art of advertising.

"Each [Mountain Khakis catalog](#) is a genuine reflection our brand values, and provides an exceptional opportunity to connect all the more with our loyal customers," Taylor said. "Our 2011 [catalog](#) was even more fun to work on because it includes our new *Original MountainTops* collection."

"We've been working with MK for years, and we always look forward to designing the catalog," said Cary Murphy, owner and Creative Director at Artizen. "[Mountain Khakis](#)' imagery is consistently mind-blowing and it inspires us to do great work. The [ADDY®](#) is a nice bonus!"



The catalog was printed on eco-friendly [New Leaf Paper®](#) using an average of 100% recycled fiber and 64% post-consumer waste, processed chlorine free, designated [Ancient Forest Friendly™](#) and manufactured with electricity that is offset with [Green-e®](#) certified renewable energy certificates.

The [Mountain Khakis catalog](#) also received a Silver [ADDY®](#) Award in the category of Sales Promotion.

A Flip Book version of the 2011 [MK Catalog](#) can be viewed at <http://www.artizencrossmedia.com/mountainkhakis>

[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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