



MOUNTAIN KHAKIS® PARTNERS WITH SHOTFARM FOR IMAGE MANAGEMENT

(Jackson Hole, WY – July 14, 2011) [Mountain Khakis®](#), a leading mountain-inspired lifestyle apparel brand, announces their partnership with [shotfarm](#) as an image management tool for [MK](#) retailers.

[MK](#) retailers now have another management tool at their avail, [shotfarm](#). In addition to [MK](#)'s internal asset management system, coined the "[MK](#) Dealer Intranet", authorized retailers can now access MK product images via [shotfarm](#).

The [shotfarm](#) "Product Image Exchange Platform" offers a gallery-style interface for finding, tracking, organizing and sharing product assets, an automatic reminder option for asset requests, image quality requirements, batch uploading, asset tagging and customizable batch downloading, all within a secure, permission-based environment.

"The need for an industrywide solution has always been clear," said Mike Lapchick, founder and CEO of [shotfarm](#). "The [shotfarm](#) concept is simple: manufacturers put their product images and information in the same place retailers go to get them. One system, one password, one workflow."

Retailers can search for specific products by name, model number, UPC and a number of other variables, and can batch download only the images they need as a zip file. [shotfarm](#) provides [Mountain Khakis](#) with visibility on user activity so they can see which images have been downloaded by which retailer, and which views or images are the most popular among their resellers.

"By logging into [shotfarm](#), our retailers can find our images alongside other manufacturer's images they may need," stated Martin Wilkinson, [MK](#) Sales Manager. " [Shotfarm](#) is an additional tool we provide to our retailers to help them get our products to market faster."

To find [Mountain Khakis'](#) or other manufacturers' images, register for the free [shotfarm](#) "Product Image Exchange" at [www.shotfarm.com](#).

About [shotfarm](#)

[Shotfarm](#), LLC, is a privately-held Chicago-based company offering a free "Product Image Exchange Platform" for the retail marketing industry. For retailers, [shotfarm](#) offers a single place to search for and download product images and information. For manufacturers, [shotfarm](#) provides a centralized location from which to distribute product images and information to all retail partners. Visit [www.shotfarm.com](#) for more information.

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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