



**MAXIMUM
WARRIOR**



MOUNTAIN KHAKIS® OFFICIAL PANTS OF MAXIMUM WARRIOR

(Jackson Hole, WY – November 2, 2011) [Mountain Khakis®](#), a leading mountain-inspired lifestyle apparel brand, is the official pant of [Maxim's](#) 2011 *Maximum Warrior* Pro-Am military-inspired competition.

Maximum Warrior is a one-of-a-kind competition that tests twenty contestants in fifteen action-packed, adrenaline-filled challenges. The 10 point-based weekly challenges are unique competitions, and include themes such as soldier rescue, target recognition, agility/obstacle course, combat pistol, IED ambush and more. The person with the most points at the end of the 10 challenges will earn their spot as the ultimate contender and be crowned the 2011 Maximum Warrior. The weekly competitions air on www.maximumwarrior.com.

Contenders were outfitted with Mountain Khakis' Granite Creek Pants. According to Martin Wilkinson, MK Sales Manager & Tactical Specialist, "The competitors would be faced with a multitude of military obstacles and extreme physical challenges. Our Granite Creek Pants were the perfect fit. Cargo pockets stored equipment, but weren't bulky. The quick-dry nylon performed to keep competitors dry and cool in the hot, sticky temps. MK quality and Granite Creek's naturally abrasion-resistant nylon fabric resisted wear and tear. And the Scotchgard™ stain-resistant treatment kept the pants looking good throughout the ten Maximum Warrior competitions."

"Maximum Warrior is about authenticity. For the second year in a row, *Maxim* has teamed with the Jeep brand to develop the world's most innovative and interactive military-inspired competition. Not only do we deliver a real-life series of challenges for the competitors, but the competition is also a tribute to our men and women serving in the Armed Forces, and especially to our special ops operators," said Ben Madden, *Maxim's* Chief Revenue Officer. "There is simply no other reality-based competition that allows for the highest ranks of the military to interact at this level with civilians."

For challenger biographies and to view weekly competitions, and MK Granite Creek Pants in action, go to www.maximumwarrior.com.

About Alpha Media Group

Alpha Media Group Inc. is a multimedia company and publisher of the Maxim brand and magazine, the largest young men's lifestyle magazine in America reaching nearly 12 million readers each month. Maxim Digital encompasses Maxim.com and reaches more than 3 million unique visitors each month. Maxim magazine is published in 24 countries and distributed in 52 territories worldwide. Maxim Ventures, the integrated media and marketing division, develops 360-degree integrated marketing programs designed to interact with men at every significant engagement channel: mobile, digital, social, large-scale events, retail promotion, experiential, database, TV and film. www.maxim.com

(more)

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. www.mountainkhakis.com Follow MK! MK Facebook • MK Twitter • MK Livin' Blog • 'Team MK' Facebook

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

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