



**MOUNTAIN KHAKIS® ANNOUNCES
TEAM MOUNTAIN KHAKIS
SWEEPS 2011 USA CRITS CHAMPIONSHIPS**

(Jackson Hole, WY – October 28, 2011) Mountain Khakis®, a leading mountain-inspired lifestyle apparel brand, announces Team Mountain Khakis p/b Smartstop has won the USA CRITS championship for the third consecutive year.

Team Mountain Khakis swept the 2011 USA CRITS Series by claiming the Individual championship for the third year in a row, and the Team title for the second year.

Big congratulations to TMK's Luke Keough, team captain Adam Myerson, and the entire Team Mountain Khakis p/b Smartstop team for their 2011 season performance and winning titles. 2011 marks the fourth year Jackson Hole-based Mountain Khakis has been the title sponsor of Team Mountain Khakis.

It was a highly charged day of competition at Boston's TD Bank's Mayor's Cup. More than 200 professional riders battled it out on the tight 7/10-mile course, completing 40-50 laps around the streets of City Hall Plaza and Government Center. Spectators with cowbells lined the course to spur the fast, intense racing. TMK's Luke Keough placed third for the day, sealing his 2011 victory as overall USA CRITS individual champion.

"We're thrilled for Luke, Adam and the entire team," stated Erin Fagan, MK Marketing & Team MK Coordinator. "The guys have worked hard to mentor the younger riders, and accomplish victory at the same time. I speak for everyone at Mountain Khakis when I say we are beyond proud and positively thrilled with their accomplishments as individuals and as a team. We look forward to another exciting year in 2012."



All eight riders on the 2011 Team Mountain Khakis p/b Smartstop team have been re-signed for 2012, with additional roster announcements to come.

Follow Team Mountain Khakis on Facebook at www.facebook.com/cyclemk

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™*

For More Information Contact:

Jen Taylor, Director of Creative Development & Public Relations, Mountain Khakis®

(970)250-9682

jen.taylor@mountainkhakis.com

###