



MOUNTAIN KHAKIS® OUTFITS OUTSIDE® TELEVISION'S *OUTSIDE TODAY* SHOW

(Jackson Hole, WY – April 30, 2012) [Mountain Khakis®](#), a leading mountain-inspired lifestyle apparel brand, announces it has been selected as the apparel partner of [Outside® Television's](#) *OUTSIDE TODAY* show.

MK is outfitting the hosts and crew of *OUTSIDE TODAY*, the popular morning show on Outside Television, as the network's lifestyle apparel partner with episodes beginning today - Monday, April 30th.

Hosts Julia Dimon and David LaHuta can be seen wearing a variety of MK's styles for Spring and Fall 2012, including MK's newly-expanded line for women, and innovative, eco-friendly shirts for men.

"We're thrilled to have Mountain Khakis on board as the *OUTSIDE TODAY* wardrobe provider," said Amy Hornyak, Marketing Director for Outside Television. "The brand's mountain-inspired apparel is a terrific fit for our hosts and we believe it will resonate well with the Outside audience."

For *OUTSIDE TODAY*'s spring episodes, Mountain Khakis will be showcasing its eco-friendly Approach and Fairway collections for men. In addition, host Julia Dimon will wear pieces from MK's new women's collection including the women's Oxbow tops and Americana jacket.



"Hosts Julia and David truly live the mountain-inspired lifestyle that MK represents," said Jen Taylor, MK Director of Creative Development. "And their show connects us with key outdoor enthusiasts on a daily basis. We're thrilled to partner with Outside Television."

To catch daily episodes of *OUTSIDE TODAY*, go to www.outsidetelevision.com

For a complete look at all of the styles being worn by Julia and David, visit the Mountain Khakis website, www.mountainkhakis.com.

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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