



**MOUNTAIN KHAKIS® OUFITS  
“EXTREME MAKEOVER: HOME EDITION”  
KNOXVILLE, TN PROJECT**

**(Jackson Hole, WY – February 23, 2012)** Mountain Khakis®, a leading mountain-inspired lifestyle apparel brand, outfitted the “Extreme Makeover: Home Edition” special Knoxville, Tenn. Project.

Mountain Khakis was onsite for one of the final shows of *Extreme Makeover: Home Edition* special projects outfitting the crew of Knoxville-based Grace Construction as they built a new home for the Watson family as well as a small townhouse that the family will use to provide temporary housing for women and children in need. Anticipating record cold temperatures and an unyielding construction schedule, Mountain Khakis outfitted the crew with the MK Stagecoach Jacket and Original Mountain Jeans during a 7-day start to finish build that began January 10, 2012. *EMHE* designer Paul DiMeo paired his MK Stagecoach Jacket with his signature fireman-style hard hat. MK’s Erin Fagan also joined up with another MK fan, *EMHE* designer John Littlefield who swears by his MK shorts! The special 2-hour episode will air on ABC in November, just in time for the Thanksgiving holiday.



Click on this Facebook link to view MK’s album of photos from the build

<http://www.facebook.com/media/set/?set=a.10150536470074436.380754.7129689435&type=3>

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](http://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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