



**MOUNTAIN KHAKIS®
OFFICIAL APPAREL PARTNER OF
BOBBY LABONTE RACING**

(Jackson Hole, WY – February 29, 2012) [Mountain Khakis®](#), a leading mountain-inspired lifestyle apparel brand, will be the Official Apparel Partner of the Bobby Labonte Racing team during its 2012 season.

The [Bobby Labonte Racing](#) (BLR) team, including four-time Lucas Oil Late Model Dirt Series champion Earl Pearson Jr., will be clothed in MK apparel throughout the season, taking the team's next steps into the outdoor category.

The partnership will be visible to the thousands of dirt late model fans across the country, with the MK logo visible on the sides of the No. 44 Dodge. Mountain Khakis® is a natural for both Pearson Jr. and team owner Bobby Labonte, who both are outdoor enthusiasts.

"I owned several pairs of Mountain Khakis pants before we started talking with them about joining the team," said team owner and Sprint Cup champion Labonte. "I feel it's a perfect partnership, especially with the lifestyle of not only Earl and me, but also all the fans in dirt late model racing. Their clothing really resonates with this fan base. We're just proud to help our fans connect deeper with Mountain Khakis."

Driver Pearson Jr. agrees with Labonte about the connection between the fans and Mountain Khakis. "For sure," added Pearson Jr. "I look into the stands, and the folks are outdoor enthusiasts. The Mountain Khakis brand just fits all of our lifestyles. I'm proud to be supporting them each week both on and off the track."

This is the first partnership for MK into late model racing, but the company felt that BLR provided the right opportunity. "There is a definite lifestyle crossover here, said Erin Fagan, MK Marketing Manager. "We are excited about our partnership with BLR and look forward to a successful season."

BLR continues to work with other outdoors-themed brands and products to introduce them to one of the most popular forms of grassroots motorsports in the country. More information about the team can be found at www.bobbylabonteracing.com. For further information about Mountain Khakis, visit www.mountainkhakis.com.

About Bobby Labonte Racing

BLR is located in Trinity, N.C., and owned by 2000 NASCAR Champion Bobby Labonte. The team was formed in 2007 and immediately won back-to-back Lucas Oil Late Model Dirt Series championships with Earl Pearson Jr. The team has also finished in the top-five in championships standings in four of their last five seasons. The organization is primary sponsored by Lucas Oil and supported by team partners including ALLSTAR, Archdale Drug, ASi Racewear, Bazel Race Fuels, Bell, BERT, Butlerbuilt, Coca-Cola, Dyers Top Rods, FK Rod Ends, Hank Thomas Performance, Hoosier Tire, Hyperco, Larry Wallace Engines, Mechanix Wear, Mountain Khakis, Peterson Fluid Systems, PRC, SHY, Sunoco Race Fuels, Sweet, Tiger Rear Ends, TWM, Weld Wheels, Wiles Drive Shafts, Wilwood and Xtreme Graphics.

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

(more)

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

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