



MOUNTAIN KHAKIS® CELEBRATES TEAM MK 2012 USA CRITS CHAMPIONSHIP

(Jackson Hole, WY – October 9, 2012) [Mountain Khakis®](#), a leading mountain-inspired lifestyle apparel brand, announces Team MK's 2012 USA CRITS individual and team championship.

Mountain Khakis celebrated the outstanding performance of Team SmartStop/Mountain Khakis last week, as the bike team secured the USA CRITS series Overall Team Championship for an amazing fourth consecutive year. In addition to the team victory, SmartStop/Mountain Khakis rider Luke Keogh continued his individual dominance as he took home the Individual championship for the second straight year.

"This team takes the Mountain Khakis motto, 'Rise Above It,' to a whole new level with a phenomenal season," said Erin Fagan, MK Marketing Manager & team coordinator. "Plus, as the maker of the world's *Best Damn Khakis*, MK can now extend our congratulations to the *Best Damn Bike Team!*"



The 2012 USA CRITS Championship Series included 11 top criteriums throughout the country, including Charlotte, New York, and Cincinnati, ending last week with the Tour of Vail Criterium in Colorado. The series offers \$50,000 in overall prize money.

Team SmartStop/Mountain Khakis and Keogh went into the final race in Vail leading the series, and put an exclamation mark on their championship with a thrilling sprint finish.

"Everyone at MK recognizes this team's incredible hard work and dedication in their climb to the top," said Fagan. "The commitment it takes to succeed day after day, year after year is tremendous. We are proud to be part of it, and we congratulate the team!"



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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