



**MOUNTAIN KHAKIS® ANNOUNCES
FIRST POSSE OUTLAW:
DOROTA PETERSON OF HIGH COUNTRY OUTFITTERS**

(Jackson Hole, WY – July 31, 2014) [Mountain Khakis®](#), a leading mountain-inspired lifestyle apparel brand, proudly announces [High Country Outfitters'](#) sales associate Dorota Peterson has earned the POSSE Outlaw title for the first half of 2014. High Country Outfitters, based in Mountain Khakis' hometown of Jackson Hole, Wyo., was one of the first retailers to begin selling the Mountain Khakis brand more than a decade ago.

Mountain Khakis launched the POSSE program in the spring of 2014 in recognition of the phenomenal retailer support that has propelled the company to its fourth consecutive year with 40 percent or more growth.

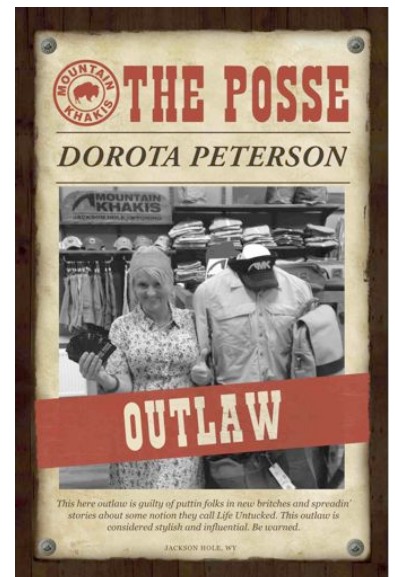
"I enjoy selling Mountain Khakis because they make great products for my customers, and they treat sales people with the benefits of those same great styles through reward programs like POSSE – brilliant," said Peterson. "I work with customers from all over the world, and the response to the Mountain Khakis brand is overwhelmingly positive."

According to Maggie Jordan, softgoods buyer for High Country Outfitters, "Dorota is one of the hardest working people in the industry. She is a true passionate outdoorswoman, which makes Mountain Khakis an especially natural sell for her. We are so proud of Dorota as the inaugural POSSE Outlaw."

Jordan also highlighted the impact the POSSE program has had on overall store sales. Sales of Mountain Khakis at High Country Outfitters were up 35 percent for June.

Authorized MK retailers who register for the program receive POSSE punch cards for team members, and for every Mountain Khakis bag and apparel item sold by a team member, he or she receives a punch. For every five punches, the brand rewards him or her with a \$75 gift card. Twice annually, Mountain Khakis recognizes the sales associate with the most punch cards redeemed as the 'Posse Outlaw.' The Outlaw receives industry recognition, a personalized Outlaw poster for display in their store and on the Outlaw Wall at MK headquarters, and a \$500 VISA gift card.

"Mountain Khakis has experienced tremendous growth during our 11-year history, and that success is because of people like Dorota," said Steve Talacki, national sales manager of Mountain Khakis. "As a brand, it's wonderful for us to recognize and reward sales members who reflect the culture, the energy and the personality of Mountain Khakis and who are showcasing our growing collection."



(more)

Retailers who are interested in participating in the Mountain Khakis Posse Program should contact their Dealer Services Representative, or email Sales@MountainKhakis.com, or call 866-686-5425.

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

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