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## MOUNTAIN KHAKIS NAMES MOUNTAIN 2 SEA MARKETING AS SOUTHEAST SALES REP GROUP

CHARLOTTE, N.C. (October 27, 2016) -- [Mountain Khakis®](#), a leading mountain town- inspired lifestyle apparel brand, today named [Mountain 2 Sea Marketing](#) as its new southeast U.S. sales agency, effective immediately.

“Mountain 2 Sea has an impressive track record of organically growing performance apparel brands in the southeast,” said Steve Talacki, Mountain Khakis director of sales. “Not only do they have deep relationships with established retailers in this important territory, but also, have a keen understanding of the changing marketplace and how Mountain Khakis can leverage that evolution to drive sales.”

Founded in Boone, N.C., with offices in North Carolina and Florida, Mountain 2 Sea Marketing is led by Ron and Brenda Frongillo, each of whom bring extensive expertise from both the corporate and retail sectors. The firm was launched in 1994 to represent outdoor specialty industry brands and has since grown to a team of eight. The Frongillos are outdoor avid hikers, bikers, skiers, kayakers, paddle boarders and travelers. In addition to Mountain Khakis, Mountain 2 Sea represents other top brands including Buff, Eagle Creek, ExOfficio, Gregory, Marmot and Stanley.

“It is a privilege to represent the Mountain Khakis brand and we look forward to raising Mountain Khakis’ profile in the southeast,” said Ron Frongillo, president of Mountain 2 Sea Marketing. “With the brand’s combination of performance and style, it hits the sweet spot for consumers in our region that appreciate functionality and fashion.”

### **About Mountain 2 Sea Marketing**

Mountain 2 Sea was founded in 1994 by Ron and Brenda Frongillo in Boone, North Carolina. The firm represents outdoor specialty brands in the Southeast region. From its founding, the firm has focused on providing an innovative “team oriented” approach to servicing the dealers in their territories. Over time the group has grown into a team of 8 like-minded associates.

### **About Mountain Khakis®**

Rugged. Authentic. Reliable. Timeless. What started as a casual conversation at the Shady Lady Saloon in Jackson Hole, Wyoming 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. Join the conversation @MountainKhakis and [MountainKhakis.com](#)