

The screenshot shows a Mozilla Firefox browser window with the address bar displaying 'http://blog.cmt.com/2009-07-16/jason-aldeans-got-his-wranglers-on/'. The page features a CMT banner at the top with the text 'Bundles with wireless' and images of a laptop, monitor, and mobile phone. Below the banner is a navigation menu with links for Home, News, Music, Shows, Community, Mobile, Videos, Photos, Radio, and Lyrics. The main content area is titled 'CMT Blog: Archive' and 'Jason Aldean's Got His Wranglers On', posted on July 16th, 2009, by Alison Bonauro. The article includes a photo of Jason Aldean in a cowboy hat and a quote from marketing peeps at Wrangler Western Wear. A search bar and a Nationwide Insurance advertisement are also visible on the right side of the page.

ONLINE TEXT:

Jason Aldean's Got His Wranglers On

He's country. Shoot. From his down-home roots to his retro Wranglers. That's the new line of jeans that Jason Aldean has signed on to represent. As their spokesperson, Aldean will appear in TV spots, print ads and radio commercials. Like George Strait before him, Aldean will hawk the line with an understated cowboy style that matches the personality of the iconic brand. The jeans will reportedly feature a lower rise (thank God) and the option of boot cut or straight leg. "Jason Aldean's style, attitude and phenomenal musical talent make him an exciting and natural match for this collection, and he has been a Wrangler favorite for a long time," said the marketing peeps at Wrangler Western Wear. I personally like the idea because Wranglers seem real, American and affordable. And because it's just so hard to take a country artist seriously when he's singing about growing up in small town without a lot of money when he's doing it in \$250 True Religion Jeans.

Now climbing up the charts with his latest single, "Big Green Tractor," the Nashville-based Aldean will be the focus of a extensive marketing campaign by Wrangler that incorporates national television, print, radio and online advertising, as well as integrated in-store marketing support. Moreover, Aldean's in fine company when it comes to Wrangler's official spokesmen; namely, the reigning King of Country, George Strait, who's the original celebrity adman for the jeans maker.

"Because the look of the Wrangler Retro line speaks directly to Jason's fan base we are really excited about this partnership," said Edyie Brooks-Bryant, senior manager of marketing and special events for Wrangler. "Jason Aldean's style, attitude and phenomenal musical talent make him an exciting and natural match for this collection, and he has been a Wrangler favorite for a long time."