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**ROCKY BRANDS INTRODUCES ROCKY 4EURSOLE,
AN INNOVATIVE FOOTWEAR LINE FOR HEALTHCARE PROFESSIONALS**

NELSONVILLE, Ohio – Rocky Brands, a leading manufacturer of footwear and apparel, introduces Rocky 4EurSole, a new line of footwear specifically designed for healthcare professionals.

“Rocky Brands has a reputation for its innovation in comfort technology,” said David Sharp, President and CEO of Rocky Brands. “We saw a void for truly comfortable and stable footwear in the healthcare industry and have developed a unique collection to fill it.”

Rocky 4EurSole is designed specifically for women in the healthcare industry who are dynamic, performance driven, and always on the run. The shoes are built on a unique three-part system that allows the wearer to interchange two insoles on the clog shoe; a backless insole with a removable swivel-strap and a full-back insole. Constructed with a slip-resistant rubber outsole, partnered with a dual-density PU midsole that interlocks with the EVA footbeds, 4EurSole provides maximum comfort and stability. Each EVA footbed is covered with memory foam and soft fabric. The clog upper, constructed with high-quality leather, is available in a variety of colors and prints.

“Throughout the development process, we spent countless hours with nurses and other healthcare workers who spend their days and nights on their feet,” said Jodi Waterman, Marketing Manager for Rocky 4EurSole. “They told us that they need shoes that were lightweight, comfortable and provided support, plus they wanted to show individuality. Between Rocky’s technology and the fun colors and designs, we’ve hit the mark.”

Each pair of Rocky 4EurSole sold will include both insole options and will be priced competitively for healthcare professionals. Rocky 4EurSole will be introduced at FN Platform in August and available for purchase February 2013.

About Rocky Brands

Rocky Brands, Inc. is a leading designer, manufacturer and marketer of premium quality footwear and apparel marketed under a portfolio of well recognized brand names including Rocky®, Georgia Boot®, Durango®, Lehigh®, BUILT by Georgia Boot and the licensed brands Michelin® and Mossy Oak®. Rocky Brands is proud to supply footwear to the United States military. For more information, visit www.RockyBrands.com

