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FOR IMMEDIATE RELEASE

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Rocky 4EurSole Sponsors Nationwide Children's Hospital Columbus Marathon

(NELSONVILLE, Ohio – October 26, 2012) – Rocky 4EurSole, a new purpose-built line of footwear specifically designed for health care professionals, sponsored the Nationwide Children's Hospital Columbus Marathon and Half Marathon held October 21. A division of Rocky Brands, Rocky 4EurSole hosted a banner along the final .2 miles of the marathon, along with a band stand sign along the marathon route.

"We are delighted to be able to show our support for the Nationwide Children's Hospital Columbus Marathon," said Rocky 4EurSole Marketing Manager Jodi Waterman. "The Rocky 4EurSole line is tailored for women in health care, providing a fit that is lightweight with superior comfort and support. We are proud to be a sponsor of such a fun, annual fitness event that focuses on the strength and courage of the children at Nationwide Children's Hospital and benefits this amazing facility."

The Columbus Marathon attracts thousands of runners, walkers and supporters each October. A new partnership was formed this year, creating the Nationwide Children's Hospital Columbus Marathon and Half Marathon. As the 17th largest combined event in the United States, the marathon has been ranked by Runner's World as one of the top 20 marathons in the United States and by *USA Today* as one of the top 10 fall marathons.

This year's event hosted 18,000 participants, more than 100,000 supporters and raised an approximate \$875,000 for Nationwide Children's Hospital.

Rocky 4EurSole is designed specifically for women in the health care 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.

Rocky 4EurSole will be available for purchase April 2013.





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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.

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