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Rocky Brands Introduces Rocky 4EurSole Footwear Line for Women in Health Care
New Custom-Fit, Custom-Style Footwear Provides 3 Styles in 1 and Multiple Wear Options

NELSONVILLE, Ohio (April 30, 2013) – Rocky Brands, Inc., a leading manufacturer of outdoor and work footwear and apparel, as well as western, duty and military footwear, introduces Rocky 4EurSole, a new purpose-built line of footwear specifically designed for women health care professionals.

“Rocky Brands is excited to bring its work and safety heritage, comfort, innovation and performance-driven expertise into the health care arena,” said Liz Horn, senior vice president marketing for Rocky Brands. “Health care professionals have long voiced a need for comfortable and functional footwear that continuously performs under the unforgiving demands of their profession. We have developed a footwear line that fulfills this need with Rocky 4EurSole.”

“Nurses can often walk upwards of thirteen miles on a single shift. Our inspiration for Rocky 4EurSole came from listening to many of these nurses who are on the front line of providing care, and who know firsthand the shoe attributes that work to keep them at their best,” said Jodi Waterman, sales and marketing manager for Rocky Brands. “We applied our purpose-built footwear expertise and designed a line that enhances the user experience, furthering nursing shoe technology, durability, comfort and style.”

Rocky 4EurSole is constructed with a unique three-part system that allows for multiple wear options. With two interchangeable insoles and a removable and interchangeable swivel-strap, a single pair of shoes can be worn as an open back, closed back or sling back style. Additionally, 4EurSole has built-in features that provide health care workers maximum comfort, stability and superior slip resistance for on the job safety and all day wear.

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4EurSole is available in 12 color and pattern options along with 6 heel color options, resulting in more than 2,000 mix and match combinations for wearers to showcase their personality through their 4EurSole selection.

4EurSole is constructed with:

- PetalTrax slip-resistant outsole technology
- Dual density midsole for maximum comfort
- Ergonomic cushioned insole with patented interlock system
- Easy to clean, stain resistant leather
- Abrasion resistant toe cap

Rocky 4EurSole footwear is expected to be available online June 15, 2013, and through authorized Rocky 4EurSole dealers.

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® and the licensed brand Michelin® Footwear. Rocky Brands is proud to supply footwear to the United States military. For more information, visit www.RockyBrands.com.

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