

# DURANGO®

DURANGOBOOTS.COM • 39 EAST CANAL STREET • NELSONVILLE, OHIO 45764 • (740) 753-9100

## INFORMATION FOR RELEASE

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## DURANGO CELEBRATES 10<sup>TH</sup> ANNIVERSARY OF ICONIC FLAG BOOT

NELSONVILLE, Ohio — Ten years ago, Durango Boots released the company's iconic flag boot, a silhouette inspiring a wave of patriotic western boot styles. To commemorate the anniversary of the original flag boot launch, the company is partnering with Boot Barn to release a new limited edition flag boot for men and women this spring.

"Durango's original flag boot was built to look great and perform even better," said Mark Recchi, Vice President of Product Development for Durango. "Over the years, the style has gained a tremendous following among those who appreciate its nod to patriotism as much as its performance features. It's exciting to have seen this boot grow to such a legendary style."

The two new limited-edition dark brown vintage flag styles include a men's 11-inch western (DDB0260) and women's 10-inch western (DRD0364) boot. Designed in a distressed full-grain leather, the boots feature a soft mesh lining, cushion flex insole, a fiberglass shank, rolled shank area and dual-density and abrasion resistant translucent rubber outsole with a lightweight and flexible EVA midsole. The Durango X-Pand System and Durango X-Treme Comfort footbed provide an easy on/off and maximum comfort.

Both boots are also constructed with a double row sole stitch and a square toe. The men's boot features a one-and-a-half-inch rocker heel, is available in sizes 8-12 and 13, and retails for \$169.99. The women's style has a one-and-a-quarter-inch rocker heel, is available in sizes 6-10 and 11, and retails for \$159.99.

As the exclusive retailer for the Durango limited edition flag boot, Boot Barn will carry the style in all stores and online at [bootbarn.com](http://bootbarn.com). For a limited time, customers purchasing the boots can enter to win a trip with a guest to celebrate Independence Day in Nashville, Tennessee, a package including round-trip airfare, lodging, a free pair of boots and an evening at the Grand Ole Opry. Ten winners will be chosen.

**About Durango** | Founded in 1966, Durango Boot® manufactures and markets quality-crafted western and fashion footwear for men, women and children. It is a division of Rocky Brands, a publicly traded company on NASDAQ® under the symbol: RCKY. For more information visit [www.durangoboots.com](http://www.durangoboots.com).

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**DDB0260**

### Men's Limited Edition Flag Boot Features:

- ✓ Distressed full-grain leather
- ✓ Soft mesh lining
- ✓ Durango X-Pand System
- ✓ Durango X-Treme Comfort footbed
- ✓ Cushion Flex insole
- ✓ Fiberglass shank
- ✓ Rolled shank area
- ✓ Double row sole stitch
- ✓ Dual-density and abrasion resistant translucent rubber outsole with a lightweight and flexible EVA midsole
- ✓ 1 1/2" Rocker heel
- ✓ Square toe



**DRD0364**

### Women's Limited Edition Flag Boot Features:

- ✓ Distressed full-grain leather
- ✓ Soft mesh lining
- ✓ Durango X-Pand System
- ✓ Durango X-Treme Comfort footbed
- ✓ Cushion Flex insole
- ✓ Fiberglass shank
- ✓ Rolled shank area
- ✓ Double row sole stitch
- ✓ Dual-density and abrasion resistant translucent rubber outsole with a lightweight and flexible EVA midsole
- ✓ 1 1/4" Rocker heel

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**About Boot Barn |** Boot Barn is the nation's leading lifestyle retailer of western and work-related footwear, apparel and accessories for men, women and children. The Company offers its loyal customer base a wide selection of work and lifestyle brands. Boot Barn now operates 240 stores in 33 states, in addition to an e-commerce channel [www.bootbarn.com](http://www.bootbarn.com). The Company also operates [www.sheplers.com](http://www.sheplers.com), the nation's leading pure play online western and work retailer and [www.countryoutfitter.com](http://www.countryoutfitter.com), an e-commerce site selling to customers who live a country lifestyle. For more information, call 888-Boot-Barn.

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