



## DUTY

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**FOR IMMEDIATE RELEASE**

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### ROCKY ADDS NEW BLACK STYLES TO C<sup>4</sup>TRAINER DUTY LINE

NELSONVILLE, Ohio — Rocky has expanded its popular C<sup>4</sup>Trainer boot series with a new style available in black for fall 2013.

The C<sup>4</sup>Trainer collection was launched in 2011 and features high-performance footwear for men and women designed to withstand the pounding dished out by those in military or service-related professions.

“The C<sup>4</sup>Trainer boots are versatile, lightweight and made from durable materials. They have received rave reviews since we introduced them in 2011,” said Sam Bowman, marketing manager for Rocky. “This additional style will provide another option for those who protect and serve.”

The new style is a black eight-inch, lace-up boot that features the Rocky Airport™ footbed for additional support and cushioning. It also includes a lightweight EVA/ rubber outsole and a speed-lacing system while weighing just 15 ounces per pair.

The C<sup>4</sup>Trainer series is also water-resistant and designed for fast drying. The original color options include Desert Tan, Sage Green and Olive Mojave.

The black C<sup>4</sup>Trainer boot will have a suggested retail price of \$104.99.

Founded in 1932, ROCKY manufactures and markets rugged outdoor, duty, work, western and casual footwear, apparel and accessories. The company's products are available in nearly 3,000 retail and catalog outlets. It is a division of Rocky Brands, a publicly traded company on NASDAQ® under the symbol: RCKY. More information can be found at [www.rockyboots.com](http://www.rockyboots.com).

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***C<sup>4</sup>Trainer RY008***

- Dual performance fabric with publishable toe
- Rocky Airport™ footbed
- Ventilation holes for breathability
- Speed lacing system and NATO hooks
- 550 grade nylon cord laces
- EVA/Rubber lightweight outsole

***DIGITAL IMAGES AVAILABLE  
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