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ROCKY BRANDS LAUNCHES MAX FORCE DURABILITY COLLECTION

NELSONVILLE, Ohio – Rocky Brands has expanded its duty footwear collection for spring 2013 with new Max Force Durability boots. The addition makes Rocky's popular duty footwear a versatile option for all things tactical.

"The new Max Force collection offers great choices for tactical audiences, and this addition will help us cater to the consumers who seek comfort, stability and security as reliable as the services they offer," said Sam Bowman, marketing manager for ROCKY. "These styles add a new look to the collection while maintaining the same comfort and flexibility that Rocky consumers have come to expect."

The Max Force collection is synonymous with comfort and durability, offering athletic-inspired construction for agile movement. With uppers constructed of foam cushioning, the boots feature the Rocky Airport™ Cushioning System, which provide a shock-absorbing TPU heel and vented airports that ensure long-lasting comfort. They are also guaranteed Rocky Waterproof and include an oil and slip-resistant Max Force outsole, delivering maximum traction and ankle stability while in pursuit.

The eight-inch style includes a side zipper option for easy on/off with a snap button closure tab for anti-snagging. A composite protective toe option is available, and the boots have suggested retail prices between \$119.99 and \$139.99.

The Max Force collection also offers six-inch and eight-inch lace up, as well as an eight-inch side zip option. All styles are non-metallic

Founded in 1932, ROCKY manufactures and markets rugged outdoor, military, duty, work and western 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.

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6" Lace up – 5785



**8" Lace up – 5787
8" Side zip – 5789**

Rocky Max Force Specs:

- Polishable, full-grain leather
- Non-metallic construction
- Waterproof construction
- Abrasion-resistant nylon panels
- Foam padded collar
- Rocky AirPort™ footbed
- Oil and slip-resistant

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