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**FOR IMMEDIATE RELEASE**

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**GEORGIA BOOT PARTNERS WITH BOBCAT COMPANY FOR  
“WALK IN OUR BOOTS” SWEEPSTAKES**

NELSONVILLE, Ohio – Georgia Boot is partnering with Bobcat Company to give away two utility vehicles in the annual Georgia Boot “Walk in Our Boots” sweepstakes. Beginning in March and running through September, one Georgia Boot consumer and one sales associate at a Georgia Boot retail partner will have the chance to win a 2013 Bobcat® utility vehicle.

In addition to the UTV, the grand prize also includes a free pair of Georgia Boots, a Comfort Core Logger t-shirt and Georgia Boot cap. The total package has an estimated value of more than \$16,000.

“Georgia Boot consumers work hard in their boots on the job site, but they work just as hard at home. We thought we would offer a grand prize this year that truly helps our consumers get the job done,” said Jordan Gottke, marketing manager for Georgia Boot. “We’re excited to partner with Bobcat to show our appreciation to both our consumers and our invaluable retail sales associates across the country.”

First prize in the sweepstakes includes a VIP experience for two at the Oct. 12 NASCAR Sprint Cup race at Charlotte Motor Speedway, a day of dirt track driving school with drivers Clint Bowyer and Steve Francis and a free pair of Georgia Boots along with a Comfort Core Logger t-shirt and branded cap. The total value of first prize is approximately \$2,000.

“We gave away the VIP racing experiences this past year as part of our national sweepstakes and it was so well received, we decided to bring it back for 2013,” said Jordan Gottke. “Clint and his team always go above and beyond the call and really create a one of a kind experience for the winners.”

The contest will award a grand prize and first prize to separate winners among consumers and retail associates. Consumers can enter online at [www.GeorgiaBoot.com/sweeps](http://www.GeorgiaBoot.com/sweeps) and retail associates will be able to enter online at [www.GeorgiaBoot.com/dealersweeps](http://www.GeorgiaBoot.com/dealersweeps) each time they sell a pair of Comfort Core Logger boots in their participating store.

Georgia Boot is a sponsor of Clint Bowyer Racing with drivers Bowyer and Francis. Bowyer drives in the NASCAR Sprint Cup Series and Francis races dirt track cars in the Lucas Oil Late Model series.

For over 75 years, Georgia Boot® has been a leader in the work footwear market. Based in Nelsonville, Ohio, the company manufactures and markets quality work and outdoor footwear. 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. For more information visit follow us on Twitter, [@GeorgiaBoot](https://twitter.com/GeorgiaBoot), or Facebook [facebook.com/GeorgiaBoot](https://facebook.com/GeorgiaBoot).

