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GEORGIA BOOT'S ARCTIC GRIP COLLECTION ELIMINATES COLD FEET

NELSONVILLE, Ohio – Georgia Boot is raising the bar for cold weather work boots with the Arctic Grip collection available for fall 2013. The collection consists of heavy-duty boots with versatile insulation options that make them perfect for any cold-weather work site.

“Every aspect of the Arctic Grip collection was designed to create the warmest work boot on the market,” said Jordan Gottke, marketing manager for Georgia Boot. “These boots feature a blended merino wool lining, zoned insulation, and our patented Arctic Toe technology.”

The blended merino wool lining absorbs moisture and remain warm, even when wet. Insulation zones with ultra-thin, synthetic Thinsulate™ Ultra insulation provide warmth without bulk and Arctic Toe by Georgia Boot wraps full amounts of Thinsulate™ Ultra insulation around the toe area without compressing it. The popular AMP footbed has also become winterized with a top layer of merino wool.

The Arctic Grip's outsole, which features 10 lugs, was specifically designed to provide strong grip and combat slipping on icy or slippery surfaces. The boots also include toe and heel bumpers for added durability.

Arctic Grip styles includes both eight-inch and 10-inch offerings. Thinsulate™ Ultra insulation options range from 400 grams to 1,000 grams and color options include Crazy Horse, Coffee and Oiled Black. Both soft and composite toe options are available along with a met guard on one style. Suggested retail prices range from \$209.99 to \$249.99.

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.



G012



G019

Georgia Arctic Grip Specs:

- ✓ Full-grain leather upper
- ✓ Exclusive Arctic Toe technology
- ✓ Arctic AMP footbed
- ✓ Blended Merino Wool lining
- ✓ Thinsulate™ Ultra Insulation: 400g, 600g, 800g, 1000g
- ✓ Bumper & heel guard for durability
- ✓ Realtree AP camo on select styles

IMAGES AVAILABLE UPON REQUEST