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## **Georgia Boot Extends Partnership With Clint Bowyer Racing Through 2014**

Clemmons, N.C. - Georgia Boot, a leading manufacturer of work footwear and apparel, has extended its partnership with Clint Bowyer Racing through the 2014 season.

Georgia Boot will continue to be the primary sponsor of the No. 15 car now driven by Steve Francis in the Lucas Oil Late Model Series and a secondary sponsor of the No. 15 car driven by Bowyer in the NASCAR Sprint Cup series.

“Throughout last year Clint Bowyer Racing has provided Georgia Boot with tremendous value as a marketing partner,” said Seann Anderson, Georgia Boot Motorsports Marketing Manager. Clint and his staff run a first class program we are proud to be partner with. There is no question that through dirt late model racing and the Lucas Oil Late Model Dirt Series we have attracted loyal motorsports fans to our Georgia Boot brand. That made it an easy decision for us to extend our agreement with Clint Bowyer Racing for an additional two years.”

Racing has been a major part of the Georgia Boot story throughout its 75-year history. The company began its partnership with CBR in 2012 and proudly sponsored Lucas Oil Late Model Series Rookie of the Year Jonathan Davenport in the No. 15 car.

Francis, new to the CBR dirt track team in 2013, is a veteran of the dirt late model world who won his first dirt late model race in 1984 and has amassed more than 200 wins during his career. In 2012, he won 12 races and finished fourth in the Lucas Oil Late Model Series points standings. He is also the 2007 World of Outlaw Late Model Series Champion.



For 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).