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Georgia Boot Partners with Lucas Oil Late Model Dirt Series

WAYCROSS, GA (March 21, 2013) - Georgia Boot, a leader in the work footwear market, has partnered with the Lucas Oil Late Model Dirt Series as an associate sponsor for 2013. With their current primary sponsorship with Clint Bowyer Racing and driver Steve Francis, Georgia Boot expanded their involvement in the sport by partnering with the premier national touring late model series in the country.

Based in Nelsonville, Ohio, the company manufactures and markets quality work and outdoor footwear and will use the LOLMDS as a platform to increase their brand awareness. The demographics and fan base is a perfect fit for the Ohio based company to reach new customers and partner with the series that their sponsored driver will compete on full time in 2013.

"Georgia Boot knows that the fans of the Lucas Oil Late Model Dirt Series are some of the hardest working race fans in the United States. We've seen great returns in our first year as a marketing partner with Clint Bowyer Racing, so it's a no-brainer to get involved with the series and show the race fans our quality work and casual footwear," stated Seann Anderson, Sponsorship Manager of Georgia Boot.

Georgia Boot's "Walk in our Boots" sweepstakes is already underway and features Lucas Oil Late Model Dirt Series regular Steve Francis and car owner Clint Bowyer. The grand prize winner will receive a 2013 3600 Bobcat 4x4 UTV, a pair of Georgia Boots, a Georgia Boot Comfort Core Loggers t-shirt and a Georgia Boot hat. First prize winner will receive a VIP experience at Charlotte's fall NASCAR Sprint Cup race while watching Clint Bowyer race his No. 15 Michael Waltrip Racing Toyota Camry. The following day, the first prize winner will attend an exclusive dirt track driving experience with Steve Francis and Clint Bowyer. The winner will also receive a pair of Georgia Boots, a Georgia Boot Comfort Core Loggers t-shirt and a Georgia Boot hat. Enter to win Georgia Boot's "Walk in our Boots" contest at <http://www.georgiaboot.com/sweeps>.

"We are very honored to have the great people at Georgia Boot involved with the LOLMDS this year. Their marketing strategy and activation has been a huge success with their partnership with Clint Bowyer Racing and Steve Francis. We look forward to a great partnership with their company and working with them on some activation at some of the bigger events this year. Their big sweepstakes contest is a neat promotion and will be a plus for our great fans this year and we look forward to working with them," stated Ritchie Lewis, Director, Lucas Oil Late Model Dirt Series.

To learn more about Georgia Boot visit their official website at www.georgiaboot.com along with their Georgia Boot Racing page at www.georgiaboot.com/racing.

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.