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Georgia Boot Sets The Standard with Comfort Core Logger Collection

NELSONVILLE, Ohio – Georgia Boot is re-launching its iconic logger collection with the introduction of the Comfort Core Logger. Georgia Boot's logger boots have been fashion and worksite staples for more than 20 years. Available in fall 2013, the new Comfort Core Loggers include the latest technologies in comfort and durability without sacrificing the classic look and rugged functionality that first made the boots popular two decades ago.

"So many of the logger boots you see on the shelf look and perform exactly the same," said Jordan Gottke, marketing manager for Georgia Boot. "When we began development of the Comfort Core Loggers we really wanted them to set the standard because logger boots truly are part of Georgia Boot's DNA."

The Comfort Core Logger collection features superior styling and is engineered with durably waterproof and breathable GORE-TEX® fabric. Stretchable Armortex® fabric on the gusset eliminates pinching and the exclusive Vibram® sole offers unbeatable traction. Also included is the removable dual-density polyurethane Comfort Core 7 footbed, which provides superior comfort through even the longest workday. Each style also comes equipped with solid brass milled hardware and laces that are guaranteed for life.

Styles include six-inch, eight-inch and nine-inch boots, and both soft and composite toe options are available. Colors include Crazy Horse and Oiled Black. Suggested retail prices for the Comfort Core Loggers range from \$169.99 to \$279.99.

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.



Scalloped Heel Logger – G033



Low Heel Logger – G025

Comfort Core Logger Specs:

- ✓ Full-grain leather
- ✓ Armortex® fabric with Kevlar®
- ✓ GORE-TEX® fabric
- ✓ Exclusive Vibram® oil and slip-resistant outsole
- ✓ CC7 Comfort Core footbed
- ✓ Guaranteed Georgia Boot laces
- ✓ Heel stabilizing Counter Lock
- ✓ Goodyear welt construction

IMAGES AVAILABLE UPON REQUEST