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**FOR IMMEDIATE RELEASE**

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## Georgia Boot Expands Zero Drag Collection for Spring 2015

NELSONVILLE, Ohio – Georgia Boot has added two new styles to its popular Zero Drag collection for spring 2015. Responding to customer feedback, the work footwear leader has developed two Zero Drag styles with puncture-resistant plates, adding better protection to go with the boots' three layers of comfort.

"The Zero Drag collection is designed to keep you light on your feet during a long day on the job," said Jordan Gottke, marketing director for Georgia Boot. "We heard from our customers that these boots were being put to use on construction sites, so we've added the essential puncture plate to make them an even more effective tool for the job."

Built from full-grain leather, the Zero Drag boots include the Georgia Waterproof system and a moisture management lining inside the boot to keep feet dry.

The Zero Drag also boasts three distinct sole layers designed to provide comfort: The Comfort Core 5 footbed provides cushioning, stability and ergonomic support, the 24/7 comfort system midsole is lighter and more flexible than traditional polyurethane midsoles and the oil and slip resistant outsole features a thermo-polyurethane skin, which is lighter and softer than rubber while remaining extremely durable.

The Zero Drag boots with puncture resistant plate are six-inch hikers available in brown or black with steel toe. Suggested retail price for each style is \$189.99.

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](https://facebook.com/GeorgiaBoot).



**GBOT055**

**Georgia Boot Zero Drag Specs:**

- ✓ Full grain leather upper
- ✓ Georgia Waterproof System
- ✓ Puncture resistant plate
- ✓ Moisture management lining
- ✓ CC5 removable polyurethane footbed
- ✓ Direct-attach 25/7 Comfort System midsole
- ✓ Oil and slip resistant outsole with TPU skin
- ✓ Brass hardware
- ✓ MSRP: \$189.99

**IMAGES AVAILABLE  
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