



ROCKYBRANDS.COM • 39 EAST CANAL STREET • NELSONVILLE, OHIO 45764 • (740) 753-9100

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**FOR IMMEDIATE RELEASE**

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**ROCKY BRANDS DONATES MORE THAN \$100,000 TO  
GIVE BREAST CANCER THE BOOT**

NELSONVILLE, Ohio –Rocky Brands (NASDAQ: RCKY) is proud to announce it has donated more than \$112,000 to Susan G. Komen for the Cure® in its effort to give breast cancer the boot.

"The response to this initiative was above and beyond anything we expected," said Liz Horn, Vice President of Marketing at Rocky Brands. "Those who have been affected by breast cancer, whether they are survivors or know someone who was diagnosed with the disease, stepped up to show their support for the cause."

In August 2012, Rocky Brands pledged to donate \$10 per pair sold, with a guaranteed minimum donation of \$25,000 to Susan G. Komen. That pledge was greatly exceeded within the first six months of the yearlong program.

Both the Rocky outdoor boot, part of the popular Rocky Athletic Mobility collection, and the Durango boot, will continue to be sold both online and at selected retailers through August 2013, with proceeds continuing to fund critical breast cancer research and raise awareness of the disease. All styles have a suggested retail price of \$149.99. More information can be found at [www.RockyBoots.com](http://www.RockyBoots.com) and [www.DurangoBoot.com](http://www.DurangoBoot.com).

"Again, we want to thank the group of premiere Rocky Brands vendors that have partnered with us on this initiative," said Horn. Vendor partners include GORE-TEX®, Mossy Oak® and RealTree®.

**About Susan G. Komen for the Cure®**

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer. Today, Susan G. Komen for the Cure® works to end breast cancer in the U.S. and throughout the world through ground-breaking research, community health outreach, advocacy and programs in more than 30 countries. Visit [komen.org](http://komen.org). Connect with Komen on [Facebook](#) and [Twitter](#).

**About Rocky Brands, Inc.**

Rocky Brands, Inc. is a leading designer, manufacturer and marketer of premium quality footwear and apparel marketed under a portfolio of well recognized brand names including Rocky®, Georgia Boot®, Durango®, Lehigh® and licensed Michelin® brand footwear. Rocky Brands is proud to supply footwear to the United States military. For more information, visit [www.RockyBrands.com](http://www.RockyBrands.com)