



FOR IMMEDIATE RELEASE  
March 18, 2013

Contact: Mike Alday  
Alday Communications, Inc.  
615-791-1535 ext. 22

## **ROCKY BRANDS PARTNERS WITH FOLDS OF HONOR TO PROVIDE EDUCATIONAL SUPPORT FOR MILITARY FAMILIES**

NELSONVILLE, Ohio – Rocky Brands (Nasdaq: RCKY) is partnering with Owasso, Okla.-based Folds of Honor Foundation to assist in its mission to provide educational scholarships to the dependents of soldiers killed or disabled while serving our country.

Under the agreement, Rocky Brands is making a donation to Folds of Honor, in addition to providing footwear for events such as The Patriot Cup held over Memorial Day Weekend. The company will also promote Folds of Honor through its website, social media and at events it sponsors throughout the year.

“Rocky Brands has a long history of supporting our military as a proud supplier of footwear to our troops,” said Liz Horn, Senior Vice President of Marketing. “We are pleased to partner with Folds of Honor in their mission to take care of the families of our heroes when it comes to education.”

In addition to its collection of Rocky commercial military footwear, the company manufactures and markets hunting footwear and apparel, work footwear and apparel and western footwear under its Rocky brand. Additionally, Rocky brand extensions include Rocky S2V, a line of outdoor adventure footwear and apparel, and Rocky 4Eursole healthcare footwear. Other brands in the company’s portfolio include Durango (western and lifestyle footwear) and Georgia Boot (work footwear).

Since its inception in 2007, Folds of Honor has raised more than \$21 million and awarded more than 3,800 educational scholarships. Major Dan Rooney, a former F-16 fighter pilot, launched Folds of Honor following the second of three tours of duty in Iraq. After returning from his second tour, Rooney witnessed a profound display of a family’s grief as they welcomed home the remains of Corporal Brock Bucklin. Inspired by this tragic homecoming of a fallen American soldier, Rooney started Folds of Honor to support military families in the aftermath of their tragedies.

“There are more than one million dependents of fallen and wounded service men and women from the Iraq and Afghanistan conflicts alone and 87 percent do not qualify for federal education assistance,” said Rooney. “Thanks to companies like Rocky Brands we are able to work each and every day to fill that gap to ensure no one gets left behind when it comes to education.”

--more--

The 4<sup>th</sup> Annual Patriot Cup, an event which Rocky Brands will serve as a co-sponsor, will be held over Memorial Day Weekend at The Patriot Golf Club in Owasso. Top PGA TOUR players and celebrities are paired with active and non-active military personnel in a competition that will be broadcast by Golf Channel in October. More information can be found at [www.foldsofhonor.org/patriot-cup](http://www.foldsofhonor.org/patriot-cup).

### **About Rocky Brands**

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