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FOR IMMEDIATE RELEASE

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ROCKY BRANDS PARTNERS WITH SUSAN G. KOMEN FOR THE CURE® TO GIVE BREAST CANCER THE BOOT

NELSONVILLE, Ohio – Rocky® and Durango®, divisions of Rocky Brands (NASDAQ: RCKY), are giving breast cancer the boot with new footwear styles designed to promote breast cancer awareness. Rocky Brands, Inc. is donating at least \$10 per pair sold in connection with this product, with a guaranteed minimum donation of \$25,000 to Susan G. Komen for the Cure®.

“So many Rocky Brands associates and consumers have been affected in some way by breast cancer,” said Liz Horn, Vice President of Marketing at Rocky Brands. “These boots are a great way to support women and men who are fighting this disease, celebrate survivors and help find a cure.”

The Rocky outdoor boot is part of the Rocky Athletic Mobility collection, which incorporates PrimaLoft® ECO FOOTWEAR insulation, Cordura®/Clarino uppers, waterproof GORE-TEX® fabric and a lightweight rubber outsole. They are available in Realtree® AP™, Mossy Oak® Infinity™ and brown with pink accents. The boots have a suggested retail price of \$149.99.

“We are very pleased to have partnered with a group of premiere Rocky Brands vendors on this initiative,” said Horn. Vendor partners include PrimaLoft®, GORE-TEX®, Mossy Oak® and RealTree®.

Durango's western boot is part of the Lady Rebel collection and features a translucent rubber graphic outsole with a pink ribbon graphic. The boots are extremely lightweight, constructed with a cushion flex insole, tempered steel shank and rolled shank area. A contoured, ventilated, removable cushion footbed, dual-density rubber outsole and molded EVA midsole ensure maximum comfort for long wear. They have a suggested retail price of \$149.99.

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 50 countries. Visit komen.org. Connect with Susan G. Komen for the Cure® on [Facebook](#) and [Twitter](#). Susan G. Komen for the Cure® is a registered trademark owned, along with other related marked used here and on the applicable products, by Susan G. Komen for the Cure®.

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 the licensed brands Michelin® and Mossy Oak®. Rocky Brands is proud to supply footwear to the United States military. For more information, visit www.RockyBrands.com



4160

4161

4162

- Cordura®/Clarino upper
- Durably waterproof and breathable GORE-TEX® fabric
- 4160 - Mossy Oak® Infinity™ & 800g PrimaLoft® ECO FOOTWEAR Insulation
- 4161 - Realtree® AP™ & 800g PrimaLoft® ECO FOOTWEAR Insulation
- 4162 - Brown w/ pink accents & 400g PrimaLoft® ECO FOOTWEAR Insulation
- Lightweight rubber outsole



RD3557

- Full-grain leather
- Contoured ventilated removable cushion footbed
- Double row welt stitch
- Cushion flex insole
- Tempered steel shank and rolled shank area
- Dual-density, translucent rubber graphic outsole with molded EVA midsole
- Square toe and rocker heel

Digital Images Available Upon Request