



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

**FOR IMMEDIATE RELEASE**

Contact: Mike Alday  
Alday Communications  
615-791-1535  
mike@aldaycommunications.com

**ROCKY BRANDS RESPONDS TO HURRICANE SANDY WITH CLOTHING AND FOOTWEAR DONATIONS FOR VICTIMS**

NELSONVILLE, Ohio – In the wake of Hurricane Sandy, Rocky Brands (NASDAQ: RCKY) has partnered with the non-profit organization Convoy of Hope to provide more than 2,800 pairs of thermal tops and pants for those impacted by the devastating storm. In addition, Rocky Brands also provided much-needed work footwear for volunteers cleaning up the damage left in Staten Island, NY.

“Clothing and footwear are some of our most basic needs; and as we saw on the news, many people lost everything except what was on their backs. We knew we had to step up and help,” said David Sharp, Rocky Brands president and CEO. “We were so glad to connect with these incredible people who are working on the ground to clean up and to distribute much needed items.”

Since Convoy of Hope was founded in 1994, the organization has served more than 53 million people throughout the world through international children’s feeding initiatives, community outreaches, disaster response and partner resourcing. Within days of Hurricane Sandy, Convoy of Hope had dispatched 40 tractor-trailer loads carrying more than 1.5 million lbs. of emergency supplies to storm survivors in New York and New Jersey.

“Without corporate partners like the fine team at Rocky Brands, Convoy of Hope would not have been able to distribute these large quantities of food, water, warm clothing and supplies to the victims of hurricane Sandy,” said Jeff Nene, national spokesperson from Convoy of Hope. “We deeply appreciate the compassion they have shown to these people in need.”



Jeff Nene from Convoy of Hope unloading Rocky Thermals



Work boots being delivered to residents cleaning up Staten Island, New York

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](http://www.RockyBrands.com).