



Press Release

Rocky Brands Announces Official Groundbreaking for Distribution Center Expansion in Hocking County

NELSONVILLE, Ohio -- Rocky Brands is undergoing a 94,000 square foot expansion of its Hocking County distribution center in Logan, Ohio. The current distribution center covers nearly 192,000 square feet. A groundbreaking for the event will be held on Monday, August 19 at 10 a.m.

In addition, Rocky Brands is planning for additional job growth at its corporate headquarters in Nelsonville, Athens County. The project will retain 315 existing jobs and create 14 additional positions by 2022, resulting in a fixed asset investment of more than \$5 million.

"We and our partners at JobsOhio are excited for this expansion," said Mike Jacoby, President of the Appalachian Partnership for Economic Growth (APEG). "Rocky Brands was founded in Nelsonville, where it has grown to become a leading brand of premium outdoor footwear, and this expansion will further strengthen its operations here. Rocky's investment in the region is greatly appreciated."

Rocky received Enterprise Zone Agreement exemptions through local collaborative efforts, as well as a \$100,000 JobsOhio Revitalization Grant to assist with this project.

"The Hocking County CIC was very happy to bring Green Township, the Logan-Hocking School District, Tri-County Career Center, and other county officials to meet with Rocky Brands and successfully negotiate an Enterprise Zone Agreement for the new expansion. Rocky Brands has consistently demonstrated their commitment to our schools and community. We are proud to partner with them on this latest endeavor," commented Joy Davis, Executive Director of the Hocking County CIC.

"Rocky has been a part of this Southeast Ohio community since the company was founded, and we're thrilled to be able to expand our operations here thanks to the support and cooperation of many organizations in the area," said Jason Brooks, CEO of Rocky Brands, Inc. "We look forward to getting started on the expansion of our distribution center and doing our part to grow the business and employment capabilities of this region."

Founded in 1932, Rocky Brands designs, develops, manufactures and markets premium quality outdoor, work, western, public service and military footwear as well as outdoor and work apparel and accessories. The Rocky Brands family includes owned brands Rocky, Georgia Boot, Durango, Lehigh, and the licensed brand Michelin Footwear.

Contact: Tony Williams: Account Executive, Alday Communications (PR for Rocky Brands) tony@aldaycommunications.com, or Heather Church: Director of Marketing, APEG (Appalachian Partnership for Economic Growth), JobsOhio regional partner for SE Ohio hchurch@apeg.com.