



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 ATHLETIC MOBILITY ADDS DUTY STYLES FOR 2013

NELSONVILLE, Ohio — Rocky has added two new styles to the Rocky Athletic Mobility duty collection for fall 2013. The new styles include a 5.5-inch hiker and an eight-inch lace-up with new features to ensure comfort and protection on the job.

“The Rocky Athletic Mobility duty collection was a great success when we launched it in 2012, and we’ve only added technologies to improve it,” said Sam Bowman, marketing manager for Rocky. “A tougher outsole and upper along with a new footbed give these boots everything they need to do the job right.”

The hiker and eight-inch lace-up are Level Two (L2) in the Rocky Athletic Mobility system and feature lightweight and flexible uppers made from durable, waterproof GORE-TEX® fabric that contours to the foot. New ultra-protective shields defy abrasion along the outsole, and the Rocky Airport™ cushioning and shock absorption system makes the boots comfortable throughout the workday.

Both styles are available in black with retail prices ranging from \$169.99 to \$184.99.

Founded in 1932, ROCKY manufactures and markets rugged outdoor, military, duty, work and western footwear, apparel and accessories. The company’s products are available in nearly 3,000 retail and catalog outlets. It is a division of Rocky Brands, a publicly traded company on NASDAQ® under the symbol: RCKY. More information can be found at www.rockyboots.com.

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ROCKY ATHLETIC MOBILITY



L2 - RY003



L2 - RY002

Rocky Athletic Mobility Features:

- Lightweight and flexible upper
- Durably waterproof and breathable GORE-TEX® fabric
- Ultra-protective lower shield
- Rocky Airport™ system
- Lightweight EVA outsole

**DIGITAL IMAGES AVAILABLE
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