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For Immediate Release

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ROCKY ATHLETIC MOBILITY EXPANDS DUTY STYLES FOR SPRING 2013

NELSONVILLE, Ohio — Rocky has expanded its popular and versatile Rocky Athletic Mobility collection to include ultra lightweight duty footwear for spring 2013. The new style is an eight-inch lace-up built to provide flexibility and all-day comfort on the job.

The Rocky Athletic Mobility system offers three levels of protection with L1 being the most lightweight and flexible, while L2 and L3 introduce additional protection and insulation. The new duty style is a Level 1 boot.

“We introduced Rocky Athletic Mobility in the duty segment with L2 and L3 boots last year, and we’re adding the lightweight boots to offer even more options for those who protect and serve,” said Sam Bowman, marketing manager for Rocky. “These new L1 boots are perfect for those with active roles or who work in warm climates.”

In addition to a lightweight and metal-free construction, the Rocky Athletic Mobility L1 boots feature athletic-inspired uppers for a secure fit and mesh panels for breathability. The EVA footbed provides hours of comfort, and structured heel and toe guards offer extra protection. The outsole is oil and slip resistant and the boots also include a speed lacing system for easy on/off.

Available in black, the L1 style has a suggested retail price of \$114.99.

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



L1 – 178

Rocky Athletic Mobility Features:

- Ultra lightweight, non-metallic construction
- Breathable mesh panels in upper
- EVA footbed
- Speed lacing system
- TPU heel and toe guards
- Oil and slip resistant outsole

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