



DUTY

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FOR IMMEDIATE RELEASE

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ROCKY Delivers Performance, Protection with Alpha Force Boots

NELSONVILLE, Ohio — New from ROCKY, a manufacturer of premium duty footwear, comes the Alpha Force boot series, a collection of high-performance police footwear for men and women.

The Alpha Force series, which includes eight-inch boots, a six-inch hiker and a men's Oxford, sports features designed to withstand the pounding dished out by police while delivering a comfortable platform to work from.

Each style is built from ROCKY waterproof fabric with a gusseted tongue to keep out the elements. Inside the boot is a supportive ROCKY AirPort footbed, which promotes comfort.

As well as being a longwearing, non-marking EVA rubber outsole, the innovative RigiTrac™ outsole offers superior oil and slip resistance. It also features large, aggressive lugs for negotiating uneven surfaces.

“The Alpha Force boots are versatile, lightweight and extremely comfortable,” said Sam Coalson, marketing manager for ROCKY Duty. “Nothing but the finest materials goes into the Alpha Force, which guarantees performance you can count on.”

Every Alpha Force style is constructed of full-grain, water-resistant leather and lightweight 1000 denier nylon. A ROCKY composite protective toe is optional on several styles. The Alpha Force series retails from \$90 to \$110.

Founded in 1932, ROCKY manufactures and markets rugged outdoor, duty, work, western and casual 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.



Alpha Force Specs:

- ✓ Guaranteed ROCKY waterproof construction
- ✓ ROCKY AirPort footbed provides support and cushion
- ✓ Non-metallic for safety
- ✓ Oil- and slip-resistant, non-marking RigiTrac EVA rubber outsole
- ✓ Optional protective toe
- ✓ MSRP: \$90 - \$110

**DIGITAL IMAGES AVAILABLE
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LEGENDARY OUTDOOR GEAR™