



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

**For Immediate Release**

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**ROCKY RELAUNCHES BROADHEAD FOOTWEAR FOR FALL 2015**

NELSONVILLE, Ohio — Rocky knows bowhunters are an intense breed, always in need of hardcore and versatile gear. That's why Rocky has relaunched its BroadHead footwear collection with even more features designed to help hunters go the extra mile.

“From the outsole up, these BroadHead boots are the definition of tough,” said Brian Honey, Marketing Manager for Rocky. “The BroadHead collection does it all while remaining comfortable and lightweight; they're nearly 33 percent lighter than traditional hunting boots.”

Weighing just 22.75 ounces per boot, the BroadHead collection features an aggressive but lightweight rubber-skin outsole and a ripstop fabric upper. The boots feature cement construction for extreme flexibility and are Guaranteed Rocky Waterproof.

Styles are available with 400 grams or 800 grams of 3M™ Thinsulate™ insulation, and all styles feature Realtree® Xtra™ camouflage. Suggested retail prices range from \$174.99 to \$179.99.

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

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***BroadHead Features:***

- Total weight: 22.75 oz. per boot, 33 percent lighter than traditional boots
- Ripstop fabric upper
- Mesh moisture management lining
- EVA footbed
- 400g-800g 3M™ Thinsulate™ Ultra insulation
- Guaranteed Rocky Waterproof
- Flexible cement construction
- EVA/rubber outsole

***Digital Images Available Upon Request***

**CONFIDENCE IN ACTION**