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For Immediate Release

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ROCKY UPDATES ATHLETIC MOBILITY APPAREL WITH 14 NEW ITEMS

NELSONVILLE, Ohio — Rocky has updated its performance hunting apparel, Rocky Athletic Mobility, for fall 2015. The updates include 14 new items ranging from base layers to outerwear and accessories, all utilizing the latest technologies for optimal performance and comfort in the field.

“The Rocky Athletic Mobility collection has been a tremendous success for us since its launch in 2012,” said Brian Honey, Marketing Manager for Rocky. “It was time to revisit the collection with feedback from hunters everywhere and make it even better.”

The updated Rocky Athletic Mobility collection includes seven styles for men including a lightweight hooded mask shirt, lightweight hoodie pants, quilted jacket, fleece jacket, parka and bib.

All items feature performance materials and Rocky ScentIQ™ for scent control at the microbial level. The fleece jacket is made with DWR ripstop material, a thick fleece core and more breathable fleece under the sleeves and in the side panels. The pants are made from 100 percent polyester microsatin and feature three zippered pockets and a comfort-stretch waist.

The parka and bib are Guaranteed Rocky Waterproof. The parka contains 150 grams of 3M™ Thinsulate™ insulation in the body and 100 additional grams in the sleeves. The bib contains 100 grams of 3M™ Thinsulate™ insulation, thin profile straps and zippered leg vents. Both items feature a touchscreen compatible pocket for cell phone use without removing the phone from the garment.

Two pairs of gloves are also offered including the Rocky Athletic Mobility Griptech, featuring a polyurethane interior lining for additional grip, silent cuff adjustment, Rocky ScentIQ™ scent control and touchscreen compatibility. The pincer mitt features 100 grams of PrimaLoft® insulation, Guaranteed Rocky Waterproof protection, ScentIQ scent control and the silent cuff tightening system.

Five women’s apparel items include a mask shirt, quilted jacket, fleece jacket, parka and bib. Specifically designed for women and accented with pink lining, the Rocky Athletic Mobility women’s apparel contains the same technological features as the men’s apparel.

The collection comes in Realtree Xtra® camouflage, with both quilted jackets available only in solid brown, and the men’s mask shirt available in black in addition to camouflage. Suggested retail prices on the men’s apparel ranges from \$89.99 to \$189.99, while the women’s apparel carries suggested retail prices ranging from \$89.99-\$179.99. The GripTech glove has an MSRP of \$34.99 and the pincer mitt has an MSRP of \$49.99.

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 Features:

- Performance materials
- ScentIQ™ Scent Control
- Guaranteed Rocky Waterproof (parka and bib only)
- 3M™ Thinsulate™ insulation (parka and bib only)
- PrimaLoft® insulation (pincer mitt only)
- Apparel MSRP: \$89.99-\$189.99
- Gloves MSRP: \$34.99-\$89.99

Digital Images Available Upon Request

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