



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

For Immediate Release

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ROCKY OFFERS NEW ATHLETIC MOBILITY BOOT FOR FALL 2015

NELSONVILLE, Ohio — Rocky brought new levels of performance and versatility to the hunting footwear market with the launch of Rocky Athletic Mobility in 2012. Since then, Rocky has continued to enhance the collection with new technology, and the Rocky Athletic Mobility hunting boot for fall 2015 is the most versatile yet.

“Rocky Athletic Mobility has been a popular collection among hunters that expect pure performance in their boots,” said Brian Honey, Marketing mManager for Rocky. “Our latest offering will set a new standard, even among the most demanding outdoorsmen.”

Featuring a flexible outsole, a breathable and waterproof GORE-TEX® membrane and 600 grams of PrimaLoft™ insulation, this Rocky Athletic Mobility boot will be a peak performer on any hunt.

The upper is constructed from full-grain leather, 900D nylon and ripstop fabric. The outsole is a dual-density rubber for optimal freedom of movement, and rubber heel and toe guards have been added for durability.

In addition to performance, the latest Rocky Athletic Mobility will deliver supreme comfort thanks to a Terra Suspension footbed and an EVA midsole.

Available in new Mossy Oak® Country camouflage, the Rocky Athletic Mobility boots have a suggested retail price of \$199.99.

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:

- Full-grain leather and 900D nylon upper with ripstop fabric
- Waterproof and breathable GORE-TEX®
- 600g PrimaLoft™ insulation
- Mesh moisture management lining
- Terra Suspension footbed
- Dual-density rubber outsole
- Rubber toe and heel guards for durability
- Mesh moisture management lining

Digital Images Available Upon Request

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