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For Immediate Release

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ROCKY RELAUNCHES ITS ORIGINAL HIKER – MADE IN THE USA

NELSONVILLE, Ohio — Rocky is returning to its roots with the relaunch of the Original Hiker in fall 2015. The company is bringing back an award-winning, signature style originally designed by former CEO Mike Brooks in the 1970s and manufacturing it entirely in the United States.

“The Original Hiker is a classic style that we have updated with new technology,” said Brian Honey, Marketing Manager for Rocky. “In addition to being Made in the USA, the Original Hiker is a stylish, comfortable hiking boot that will perform out on the trail.”

The Original Hiker features a full-grain brown leather upper with pig-lined collar, durable Goodyear welt construction, antiqued brass hardware and a Vibram® oil- and-slip-resistant rubber outsole. For ultimate comfort, the boots include the new Terra Suspension footbed.

With manufacturing taking place across the country from Arkansas to Ohio to Massachusetts, every part of the Original Hiker is made in the USA.

Available in six-inch or eight-inch hiker styles, the Original Hiker suggested retail prices range from \$309.99-\$329.99.

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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Original Hiker Features:

- Full-grain leather upper
- Pig leather collar
- Antiqued brass hardware
- Goodyear welt construction
- Terra Suspension footbed
- Vibram® oil and slip resistant rubber outsole
- MSRP: \$309.99-\$329.99

Digital Images Available Upon Request

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