



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

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ROCKY INTRODUCES LONG-AWAITED WOMEN'S BOOT COLLECTION

NELSONVILLE, Ohio – For fall 2015, Rocky is introducing the boot collection women have been waiting for; the Rocky Farmstead is designed specially to provide superior function and durability for women.

“The Farmstead collection has the tough, durable boots women have been asking for and we are excited to bring them to the market,” said Kristin Dille, marketing manager for Rocky. “These boots have the comfort and durability to be the new go-to boot.”

The Farmstead boot was designed specifically for a women’s foot with ultra-flexible outsole construction and rich leathers that feel broken-in for extra comfort. They are available in four fun colorways, Brown, Brown with Mint, Brown with Purple, and Dark Brown with Tan.

The Farmstead collection is constructed with full-grain leather, oil and slip resistant rubber outsoles, a Terra Suspension footbed, steel shanks and an optional ASTM-certified steel protective toe. Styles have suggested retail prices from \$169.99 to \$179.99.

The Farmstead collection also offers two fun styles for kids so they can dress just like mom! The kid’s Farmstead collection is available in Brown with Purple and Light Brown colorways in sizes 8.5-13.5 and 1-3 (RKW0110/RKW0113) for an MSRP of \$99.99. Sizes 3.5-7 (RKW0111/RKW0114) have an MSRP of \$104.99.

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 <http://www.rockyboots.com>.

WOMEN'S BOOTS



RKW0116



RKW0118



RKW0119



RKW0120

KIDS'S BOOTS



RKW0110/RKW0111



RKW0113/RKW0114

Farmstead Specs

- Oil and slip resistant rubber outsole
- Full-grain leather
- Terra Suspension footbed
- Steel shank
- Optional steel protective toe
- MSRP Women's: \$169.99-\$179.99
- MSRP Kids: \$99.99-\$104.99

Digital Images Available Upon Request

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