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For Immediate Release

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ROCKY ATHLETIC MOBILITY: A NEW GENERATION OF HUNTING APPAREL

NELSONVILLE, Ohio — Built for a new generation of outdoor enthusiasts, ROCKY introduces Rocky Athletic Mobility, a line of athletic-inspired hunting apparel.

"Rocky Athletic Mobility is designed for the cutting-edge consumer who wants the same technology and features found in athletic apparel," said Sam Bowman, marketing manager for ROCKY. "Designed with Rocky Athletic Mobility Fit and Technology, agility and flexibility are key features to the apparel."

Level One (L1) is lightweight apparel, perfect for mild weather or layering. It includes a performance moc tee, performance pants and base layer thermals. L1 apparel has a suggested retail price from \$49.99 for the moc tee to \$89.99 for the pants.

Level Two (L2) is constructed with 100 percent polyester ripstop and adds 60 grams of PrimaLoft® One. The high-tech microfiber insulation absorbs three times less water, making it 14 percent warmer when dry and 24 percent warmer when wet than competitive insulations. L2 apparel includes a vest, quarter-zip pullover, jacket, beanie and gloves. Prices range from \$89.99 for the vest to \$149.99 for the quarter-zip pullover.

Level Three (L3) serves as an outer shell, with water repellent, 100 percent polyester two-layer performance fabric on the outside and Microfleece lining. The fabric has four-way stretch and both pieces were designed to incorporate Rocky Athletic Mobility Fit and Technology for the ultimate flexibility. The jacket, retailing for \$129.99, has three zip pockets and adjustable cuffs; the pants, retailing for \$119.99, have two snap flap cargo pockets and two snap back pockets. L3 also includes a SilentHunter™ parka, bib, cap and glove, all enhanced with Thinsulate™ Insulation.

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



600388/600389 - L1

- 100% Polyester Mesh/Performance Fabric
- SIQ™ Technology controls scent
- Moisture-wicking
- Available in Realtree® AP® & Mossy Oak® Infinity™
- Rocky Athletic Mobility fit & technology



600398 - L2

- 100% Polyester ripstop shell & lining
- 60g PrimaLoft® One insulation
- SIQ™ Technology controls scent
- Available in Realtree® AP® & Mossy Oak® Infinity™
- Moisture-managing/wicking



600378/600386 - L3

- 100% Polyester 2-layer performance fabric
- Smooth face with Microfleece back
- Available in Realtree® AP® & Mossy Oak® Infinity™
- Water repellent
- Four-way stretch
- Rocky Athletic Mobility Fit & Technology
- 3 zip pockets and adjustable cuffs on jacket
- 2 snap-flap cargo and back pockets on pants

Digital Images Available Upon Request

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