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For Immediate Release

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**ROCKY ATHLETIC MOBILITY:
A NEW GENERATION OF HUNTING FOOTWEAR**

NELSONVILLE, Ohio — Inspired by the flexibility and versatility of its military footwear, Rocky is introducing Rocky Athletic Mobility, a new line of innovative hunting boots.

"We were inspired to create the Rocky Athletic Mobility footwear when we noticed some of our pro-staff hunting in our C⁴Trainer, a high-performance military training boot," said Sam Bowman, marketing manager for ROCKY's outdoor division. "We took the idea of a younger, more athletic hunting boot and designed three levels of top-notch gear."

Level One (L1) is a spinoff of the C⁴Trainer with a Realtree AP Super Fabric upper and "camo junk" pattern outsole. The unique outsole provides tremendous flexibility, perfect for hunting turkey or with a bow. The extremely light boot weighs less than a pound and folds up easily into a pack. The L1 boot retails for \$129.99.

Level Two (L2) incorporates 400 to 800 grams of PrimaLoft Eco® insulation, a lightweight, water resistant and breathable material that keeps feet warm, even when wet. The L2 boots are constructed with Cordura®/Clarino uppers, waterproof GORE-TEX® fabric and a lightweight rubber outsole that is slightly more aggressive than the L1. The L2 boots have a suggested retail price of \$149.99.

Level Three (L3) is the most aggressive boot, constructed with up to 1000 grams of PrimaLoft Eco® insulation, a ripstop upper with TPU shield, waterproof GORE-TEX® fabric and a hidden lace system. L3 has a suggested retail ranging between \$184.99-\$194.99.

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



4779 - L1

- Ultra-durable Super Fabric upper
- Rocky Airport footbed
- Lightweight rubber outsole
- Weighs less than one pound per boot



4776 - L2

- Cordura®/Clarino upper
- Durably waterproof and breathable GORE-TEX® fabric
- Realtree AP®
- 400-800g PrimaLoft Eco® Insulation
- Lightweight rubber outsole



4772 - L3

- Ripstop upper with TPU shield
- Durably waterproof and breathable GORE-TEX® fabric
- Realtree AP®
- 400-1000g PrimaLoft Eco® Insulation
- Lightweight rubber outsole
- Hidden lace system

Digital Images Available Upon Request

LEGENDARY OUTDOOR GEAR™