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For Immediate Release

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ROCKY ADDS HIGH-TECH SNAKE BOOTS TO ATHLETIC MOBILITY LINE

NELSONVILLE, Ohio — Rocky has introduced new snake boots in its Rocky Athletic Mobility line featuring brand new SnakeGuard Extreme technology for spring 2013. SnakeGuard Extreme fuses two fabrics together to create the ultimate in snakebite resistance. It offers protection throughout the entire 16-inch boot rather than only in select areas like traditional snakeboots, while still providing flexibility throughout the boot.

The boots are Level 3 in the Rocky Athletic Mobility System, a layered collection of athletic-inspired hunting footwear and apparel designed for any climate or condition. Level 1 is lightweight, breathable gear, Level 2 is for moderate weather and Level 3 is built for harsh conditions.

“We’ve listened to our consumers and created a snake boot that combines Rocky Athletic Mobility comfort with the best protective technologies available today,” said Sam Bowman, marketing manager for Rocky. “The Rocky Athletic Mobility snake boots were tested with the strike of eastern diamondback rattlesnakes, so we know they offer supreme protection while remaining versatile in the field.”

Above the SnakeGuard Extreme fabric, the boots feature a durable, waterproof GORE-TEX® fabric, Scent IQ™ scent and moisture control and a padded ripstop nylon collar. The sole is constructed with an abrasion-resistant molded heel and toe and an aggressive multi-directional rubber outsole.



L3 Snake Boot – 5254

Rocky Athletic Mobility Snake Boot Features:

- Leather and nylon construction
- Snakeguard Extreme protection
- Durable, breathable GORE-TEX® fabric
- Scent IQ™ and moisture Control
- Padded ripstop nylon collar
- Abrasion-resistant heel and toe guard
- Side zipper
- Weight: 1 Lb. 9 oz.

Digital Images Available Upon Request

The boots are available in RealTree® Xtra™ Green with brown overlays and have a waterproof side zipper for easy on/easy off. The suggested retail price is \$269.99.

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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