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For Immediate Release

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ROCKY ATHLETIC MOBILITY ADDS DURABLE STITCHDOWN OPTIONS FOR 2013

NELSONVILLE, Ohio — Rocky is adding even more flexibility and durability to its popular Rocky Athletic Mobility boots by introducing eight new styles with stitchdown construction for fall 2013. The new boots are Level 3 in the Rocky Athletic Mobility system, meaning they offer maximum warmth and protection in the field.

Stitchdown construction attaches the upper to the sole via hand stitching for increased durability and a more comfortable and long lasting fit around the foot.

"Rocky Athletic Mobility was inspired by military and athletic footwear, and the stitchdown L3 boots offer a durable, more traditional style without sacrificing the signature comfort, flexibility and performance of the Rocky Athletic Mobility system."

In addition to stitchdown construction in the toe and cement construction in the heel, the new L3 boots feature leather uppers with ripstop fabric, waterproof and breathable GORE-TEX®, a lightweight rubber/EVA outsole and Rocky Scent IQ Atomic™ microbial scent control.

For comfort and warmth, the boots include Rocky's popular Airport footbed and between 200 and 1,400 grams PrimaLoft® Eco insulation depending on style.

Styles include nine-inch lace-ups, 10-inch pull-ons and 12-inch lace-ups. The boots are available in Realtree® AP™, Realtree® Xtra™, Mossy Oak® Infinity™ and traditional brown. Suggested retail prices range from \$254.99 to \$319.99.

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



Level 3 - RO028



Level 3 - RO033



Level 3 - RO031

Rocky Athletic Mobility L3 Features:

- Stitchdown and cement construction
- Leather upper with ripstop fabric
- Durably waterproof and breathable GORE-TEX® fabric
- ROCKY® Scent IQ Atomic™
- 200-1400g PrimaLoft Eco® Insulation
- Lightweight rubber/EVA outsole

Digital Images Available Upon Request

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