



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

For Immediate Release

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ROCKY ATHLETIC MOBILITY EXPANDS TO INCLUDE LIGHTWEIGHT FOOTWEAR AND APPAREL FOR SPRING 2013

NELSONVILLE, Ohio — Rocky has expanded its popular Rocky Athletic Mobility collection with new apparel and footwear styles for spring 2013. The new items include a mock tee and three styles of lightweight, lace-up athletic boots.

“Rocky Athletic Mobility was a tremendous success with hunters when we launched it in early 2012, and the expansion to include additional styles for moderate climates should be no different,” said Sam Bowman, marketing manager for Rocky Boots. “The new Level 1 footwear and apparel is perfect for spring or early season hunts.”

The Level 1 boots are constructed from leather and durable, waterproof GORE-TEX® fabric with Scent IQ™ and moisture control. They feature an abrasion-resistant molded heel and toe and an aggressive, multi-directional rubber on the outsole.

The ultra-lightweight boots weigh between one pound, four ounces and one pound, six ounces and are available in dark brown with Realtree® Xtra™ accents. Styles include two, five-and-a-half-inch lace-ups and an eight-inch lace-up with prices ranging from \$159.99 to \$189.99.

The L1 mock tee is made from 100 percent polyester birdseye mesh with Scent IQ™ and moisture control. Available styles include Realtree® AP™ with brown trim, Realtree® Xtra™ with green trim and Mossy Oak® Break Up Infinity™ with beech trim. The suggested retail price is \$49.99.

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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L1 Athletic Boot - 5253

- Breathable, waterproof GORE-TEX®
- Scent IQ™ and Moisture Control
- Abrasion-resistant heel and toe guard
- Weight: 1 Lb. 6 Oz.



L1 Mock Tee - 600388

- 100% polyester birdseye mesh
- Scent IQ™ Atomic scent control
- Moisture wicking

Digital Images Available Upon Request

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