



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

**For Immediate Release**

Contact: Mike Alday  
Alday Communications  
615-791-1535  
mike@aldaycommunications.com

**ROCKY ATHLETIC MOBILITY RAIN GEAR ADDED TO LINE**

NELSONVILLE, Ohio — Rocky has developed packable rain gear for spring 2013 to compliment its Rocky Athletic Mobility line. The rain pants and jacket are the perfect addition to a collection that already defines comfort and protection in outdoor apparel.

“As we continued to grow the Rocky Athletic Mobility line, we saw a definite need for comfortable, functional and portable rain gear,” said Sam Bowman, marketing manager for Rocky. “We believe the Rocky Athletic Mobility rain gear will become the don’t-forget-to-pack item of the hunting season.”

Rocky Athletic Mobility was introduced in 2012 as an athletic-inspired hunting system with layered options for any condition. The base layer footwear and apparel (L1) is ideal for moderate weather, while L2 and L3 items introduce insulation and protection from the elements.

The L3 rain jacket and pants are made from 100 percent breathable, four-way stretch polyester and are Rocky Waterproof with a 10,000 WP/10,000 MP rating.

The pants include an elastic waistband with expanded fit, belt loops and a zip-front fly. The jacket includes a rear-adjusted, draw-chord hood with visor, elastic cuffs and a drop-tail back for additional protection.

The jacket is available in Realtree® Xtra™ and has a suggested retail price of \$99.99. The pants are available in Realtree® Xtra™ and Realtree® AP™ with both patterns including brown trim for a suggested price of \$119.99.

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](http://www.rockyboots.com).

####



**L3 Rain Jacket – 600395**

- 100% polyester breathable four-way stretch fabric
- Rocky Waterproof 10,000 WP/10,000 MP
- Draw-chord hood with visor
- Elastic cuffs
- Drop-tail back



**L3 Rain Pants – 600381**

- 100% polyester breathable four-way stretch fabric
- Rocky Waterproof 10,000 WP/10,000 MP
- Elastic waistband with expanded fit
- Belt loops
- Zip-front fly

*Digital Images Available Upon Request*

**WE’RE WITH YOU**