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For Immediate Release

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ROCKY BROADHEAD: PERFORMANCE FOOTWEAR FOR BOWHUNTERS

NELSONVILLE, Ohio — Dedicated bowhunters expect footwear built specifically for their needs, which is why Rocky developed the BroadHead collection for fall 2013. Performance-driven, flexible and comfortable, BroadHead will keep feet warm and dry both in the treestand and in pursuit.

“BroadHead footwear is designed to be agile enough for whatever challenges the hunt presents,” said Sam Bowman, marketing manager for Rocky. “Whether it’s extra grip to climb the treestand, an aggressive tread for stalking or water resistance, these boots will give a bowhunter the edge he needs in the field.”

BroadHead boots feature an athletic fit and styling with a zip-up shell made from VapourFlex®, a waterproof, breathable and stretchable fabric designed specifically for high-performance use in the outdoors.

The boots are also fully equipped with Rocky’s Climate IQ™ technology, which means temperature regulation, moisture management and scent control are taken care while of on the hunt.

The outsole is inspired by athletic shoes and features a tough rubber skin and an aggressive tread for grip on any terrain.

The BroadHead styles include six-inch and 16-inch zip-up hikers available in Realtree® Xtra™. The six-inch boots retail for \$189.99 and the 16-inch style retail for \$284.99.

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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Six-Inch Hiker – RO009



16-Inch Hiker – RO010

BroadHead Features:

- VapourFlex® shell
- Climate IQ™ technology
- Athletic fit
- Aggressive outsole and tread

Digital Images Available Upon Request

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