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For Immediate Release

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ROCKY BROADHEAD: THE ULTIMATE IN BOWHUNTING APPAREL

NELSONVILLE, Ohio — For the bowhunter who seeks clothing as advanced as his compound bow, Rocky introduces BroadHead for fall 2013. BroadHead is versatile apparel offering the ultimate in agility and protection by combining the latest technologies with quiet, flexible fabrics.

“BroadHead is designed for the bowhunter who values quality, performance-driven equipment and believes that every item in his pack can provide an advantage in the field,” said Sam Bowman, marketing manager for Rocky. “The collection gives bowhunters an edge by offering temperature control, moisture management and scent control in fabrics designed to perform with stealth while in pursuit.”

The BroadHead apparel collection includes a convertible jacket/vest, two shirts, pants, gloves and a cap, all available in Realtree® Xtra™ with olive accents.

The jacket is constructed from Silent Hunter suede with VapourFlex® fabric on the back and elbows for effortless mobility. Three zipper adjustments allow for a customized fit, and the sleeves zip off to convert the jacket into a vest. The garment is also Guaranteed Rocky Waterproof with Climate IQ™ temperature control and Scent IQ™ scent control. The jacket has a suggested retail price of \$319.99.

The BroadHead pants are also made from Silent Hunter suede with VapourFlex® in areas where flexibility is needed, and have zoned insulation in the seat and below the knees. Guaranteed Rocky Waterproof with Scent IQ™ and Climate IQ™ control, the pants have a suggested retail price of \$249.99.

The shirts are made from moisture-wicking, four-way stretch performance fabric and feature an athletic fit for flexible movement. Both shirts include Climate IQ™ temperature regulation and Scent IQ™ scent control. Crew neck and hooded styles are available for \$79.99 and \$89.99, respectively.

The gloves feature four-way stretch construction, VapourFlex® on top of the hands and fingers for effortless mobility, waterproof protection and scent and temperature control for a suggested retail price of \$39.99.

The cap is waterproof, flexible, lightweight and features a cord cinch in the back and a low profile bill in the front for \$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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Waterproof Jacket – HW00007

- Silent Hunter Suede with VapourFlex®
- Zip off sleeves convert jacket to vest
- Zipper adjustment for compression fit
- Harness slot for treestand use
- Guaranteed Rocky Waterproof
- Climate IQ™ Temperature Control
- Scent IQ™ Atomic Scent Control



Waterproof Pants – HW00008

- Silent Hunter suede with VapourFlex®
- Zoned insulation in seat and knees
- Guaranteed Rocky Waterproof
- Climate IQ™ Temperature Control
- Scent IQ™ Atomic Scent Control



Performance Tops - HW00010 / HW00009

- Moisture-wicking performance fabric
- Climate IQ™ Temperature Control
- Scent IQ™ Atomic Scent Control

Digital Images Available Upon Request

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