



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

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Contact: Brittany Williams
Alday Communications
615-791-1535
brittany@aldaycommunications.com

ROCKY INTRODUCES NEW GENERATION OF POPULAR RIDE COLLECTION

NELSONVILLE, Ohio – In 2004, Rocky stormed into the western market with an innovative approach to western footwear, the Rocky RIDE, a boot that was rugged, durable, and to the delight of consumers, ultra comfortable. As western footwear has evolved, Rocky continues to introduce new technology and design following the same guiding principle that western work boots can be comfortable, durable and stylish. Nearly 10 years after its introduction, Rocky has reinvented the RIDE with even more comfort, style and toughness than ever before.

“Although the original Rocky RIDE is hugely successful and has an extremely loyal following, we wanted to take advantage of the new technologies, and give consumers a broader selection of what we know they like,” said Amber Vanwy, Sales and Marketing Manager for Rocky's Western division. “The RIDE footbed has been completely redesigned to meet the needs of the modern rider, while its profile is much faster and sleeker.”

The RIDE collection features men's and women's styles full of comfort and durability with a modern edge. The footbed has been redesigned to offer layers of technology, including a removable footbed layer, lightweight EVA midsole and rubber outsole.

All styles are constructed with the RIDE rocker heel, perfect for the ultimate western athlete. Stability is ensured with its tempered steel shank, and most importantly, ultimate comfort is achieved with its dual-density cushioning system, two layers of EVA that combine without losing the boot's lightweight quality.

The Rocky RIDE men's collection features an 11" pull-on and has a suggested retail price of \$189.99. The women's collection includes a 10" pull-on and ranges in retail value from \$179.99 to \$199.99.

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 <http://www.rockyboots.com>.



RW038



RW030

Ride Specs

- Full-grain leather
- Goodyear welt construction
- Guaranteed Rocky waterproof construction
- Expansion Fit Seam
- Steel Shank
- Dual-density, removable footbed
- Oil & slip-resistant rubber outsole with rounded edges
- 1" Rocker heel
- MSRP: \$179.99- \$199.99

*SAMPLES AND IMAGES
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