



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

**FOR IMMEDIATE RELEASE**

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**ROCKY INTRODUCES STYLISH, DURABLE HANDHEWN COLLECTION FOR MEN AND WOMEN**

NELSONVILLE, Ohio – Rocky, known for its hard-working western footwear, is adding beautiful and functional styles for men and women to its popular HandHewn collection. Rocky's HandHewn boots offer style and durability with select styles featuring a highly flexible rubber outsole made from 100 percent recycled car tires.

“Both men and women want boots that look great and get the job done,” said Amber Vanwy, Sales and Marketing Manager for Rocky's Western division. “The HandHewn collection delivers just that; fashionable yet durable styles that are a perfect fit for work or play.”

Both the men's and women's HandHewn snip toe styles feature elaborate embroidered designs on full-grain leather uppers. The HandHewn square-toe styles feature either supple, distressed goat leather shafts or tooled leather saddles with intricate detailing.

All styles are constructed with genuine leather and Goodyear welt stitching for ultimate durability. Outsoles are constructed with hand-pegged leather, or recycled rubber on select styles. A layer of memory foam lines the sole to ensure maximum cushioning. A removable, dual-density footbed with heel stabilizer and tempered steel shank provide longwearing comfort.

The Rocky HandHewn men's collection has a suggested retail price from \$229.99 to \$249.99, while the women's has a suggested retail price of \$219.99.

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>.



RW041

RW015



RW021

RW024

**Handhewn Specs**

- Full-grain leather
- Leather lining
- ¾ Goodyear welt construction
- Double row welt stitching
- Removable, dual-density removable footbed with heel stabilizer
- Tempered steel shank
- Outsole made from 100% recycled car tires on select styles
- Genuine leather, hand-pegged outsole on select styles
- MSRP: \$219.99-\$249.99

*SAMPLES AND IMAGES  
AVAILABLE UPON REQUEST*

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