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For Immediate Release

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ROCKY ATHLETIC MOBILITY: ROCKY RELEASES TOUCH-SCREEN COMPATIBLE GLOVE

NELSONVILLE, Ohio — As part of its innovative Rocky Athletic Mobility collection, ROCKY is releasing a touch-screen compatible, stretch-back glove.

"Today's outdoorsmen have their touch-screen devices out in the field with them, but haven't been able to easily use them without removing their gear," said Sam Bowman, ROCKY's marketing manager. "These gloves make it easy to use your touch-screen device while keeping your hands comfortable and warm."

Built for a new generation of outdoor enthusiasts, Rocky Athletic Mobility is a line of athletic-inspired hunting footwear and apparel. The gloves are part of the Level Three (L3) Rocky Athletic Mobility collection, the most protective level. The L3 stretch-back glove is constructed with a synthetic leather palm and power grip PU. The index finger and thumb are covered in a touch-screen compatible material, making it easy to use mobile devices and touch-screen tablets.

The neoprene knuckle and cuff and adjustable Velcro back give the glove extra flexibility and comfort. SIQ™ Technology controls human scent.

The L3 stretch-back glove has a suggested retail price of \$29.

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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ROCKY ATHLETIC MOBILITY



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- Synthetic leather palm with power grip PU
- Touch-screen compatible material on finger and thumb
- Neoprene knuckle and cuff
- Velcro back
- SIQ™ Technology controls scent
- Available in Realtree® AP™ & Mossy Oak® Infinity™
- MSRP: \$29

Digital Images Available Upon Request

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