



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

FOR IMMEDIATE RELEASE

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**ROCKY RETURNS TO WATERFOWL MARKET
Rocky Introduces Waders, Hip Boots and Apparel for Waterfowl Hunting**

NELSONVILLE, Ohio – ROCKY returns to the waterfowl market with the introduction of waders and hip boots featuring its popular MudSox technology, as well as waterfowl hunting apparel.

"With the success of our MudSox boots, we felt we had the perfect technology to introduce waterfowl apparel this year," said Sam Bowman, marketing manager for ROCKY's outdoor division.

The waders and hip boots are constructed with 5mm neoprene and rubber. Both are guaranteed ROCKY waterproof with rubberized knee guards and SIQ Atomic™ scent control system. The boot portion is derived from the MudSox collection, which features lightweight, breathable and buoyant materials with self-cleaning, all-terrain outsoles. Thinsulate™ Ultra insulation lines the inside of the boots to keep feet warm in all conditions.

Both styles are available in Realtree® Max4 camouflage pattern. The hip boots have a manufactures suggested retail price of \$170 while the waders have a suggested retail of \$300.

To complement the MudSox waders and hip boots, ROCKY is launching the Waterfowler apparel collection, which features a ROCKY waterproof, Thinsulate™-lined jacket, a wind-resistant quarter-zip Microfleece pull-over and a Polar Fleece liner pant.

"The Waterfowler apparel is perfect for layering along with hip boots or waders," said Bowman.

All three products feature Realtree® Max4 camouflage. The liner pant has a suggested retail price of \$60, the Microfleece quarter-zip retails for \$100 and the jacket for \$135.

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>.



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4790/4791 Specs

- Full 5mm neoprene with rubber
- Inside waterproof cell phone pocket (style 4790 only)
- Waterproof
- Rubberized knee guards
- Rocky SIQ Atomic™ helps control human odor
- 800 grams of Thinsulate™ Ultra insulation in boot (style 4790)
- 1000 grams of Thinsulate™ Ultra insulation in boot (style 4791)
- Vulcanized MudSox outsole

Digital Images Available Upon Request

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LEGENDARY OUTDOOR GEAR™