



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

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ROCKY INTRODUCES BARNSTORMER COLLECTION FOR EQUESTRIAN LIFESTYLE

NELSONVILLE, Ohio – ROCKY is expanding its western collection of footwear with the exciting introduction of new equestrian footwear, the Barnstormer, for spring 2012.

“We expect the Barnstormer to perform well because of its versatility in the equestrian and western markets,” said Bonnie Bleile, marketing manager for ROCKY. “This collection of shoes and boots is comfortable, durable, fashionable and available in a style that will meet any need.”

Constructed with a heel for riding and an outsole that stands up to muck and mud, the Barnstormer was designed for the equestrian lifestyle, although the full-grain leather and waxed canvas details make an easy transition outside the of barn. All styles feature ROCKY waterproof construction, while some have a molded TPU vamp, making them easy to clean.

Women’s styles include fashion-forward 11” and 14” pull-ons, a 9” pull-on and lace-up hiker styles. Men’s styles include an easy-on camp moccasin, lace-up hikers and 10” pull-ons. The hiker and shorter pull-ons are also available with a vamp shell for easy cleaning.

All styles are constructed with moisture-wicking mesh lining, as well as outsole and footbed features that are lightweight, supportive and comfortable.

Men’s styles have suggested retail prices from \$129.99 to \$169.99 while women’s styles range from \$129.99 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>.

Women’s



5069

5070



5072

5073

Men’s



4002

4003

4006

Barnstormer Specs

- Full-grain leather
- Moisture-wicking mesh lining
- Guaranteed ROCKY® waterproof construction
- Round toe and riding heel
- Lightweight durable fiberglass shank
- Dual-density removable footbed
- New dual-density rubber/EVA lightweight outsole
- High abrasion external heel counter on select styles
- MSRP: Men's \$129.99-\$169.99
- MSRP: Women's \$129.99-\$199.99

Digital Images Available Upon Request

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