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For Immediate Release

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ROCKY Unveils BroadHead Bow Hunting Apparel

NELSONVILLE, Ohio — Building on the successful launch of the popular BroadHead bow hunting boot last year, ROCKY® will produce a high-performance bow hunting apparel line for 2010 carrying the BroadHead name.

“This apparel was designed from the bow hunter’s perspective,” said Sam Coalson, marketing manager for ROCKY Outdoor. “Our objective was to build in comfort and performance features you can’t find elsewhere.”

To achieve this, product designers used a multiple zipper approach on the BroadHead Jacket. On the chest, wrists and underneath the arms, hunters have optional compression zippers, which, when drawn, produce a snug fit, tucking in fabric that could hinder a shot.

The BroadHead apparel also features ROCKY’s scent-control system SIQ Atomic, ultra-quiet SilentHunter microsuede fabric, Thinsulate insulation and a water-repellant finish along with multiple pockets for easy gear access.

Retailing between \$120 and \$140, the high-tech BroadHead apparel will be available for men and women.

Founded in 1932, ROCKY manufactures and markets rugged outdoor, 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.



BroadHead Jacket Specs:

- ✓ Rocky SIQ scent control
- ✓ SilentHunter microsuede fabric
- ✓ Microsuede lining
- ✓ Thinsulate insulation
- ✓ Water-repellent finish
- ✓ Double-front compression zippers
- ✓ Side-compression zippers
- ✓ Forearm-compression zippers
- ✓ Two front zip pockets
- ✓ Napoleon chest pocket
- ✓ Pass through rear pocket with zip
- ✓ Safety-harness access
- ✓ MSRP: \$140

BroadHead Pants Specs:

- ✓ Rocky SIQ scent control
- ✓ SilentHunter microsuede fabric
- ✓ Comfort stretch waist
- ✓ Easy slip-in lining lined
- ✓ Two front pockets
- ✓ Button cargo pockets with zip pocket behind
- ✓ Rear pocket with zip
- ✓ Elastic and snap cuffs
- ✓ Inseam zip vents
- ✓ MSRP: \$120

LEGENDARY OUTDOOR GEAR™