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ROCKY BroadHead, the World's Lightest Hunting Footwear

NELSONVILLE, Ohio – Rocky once again flexes its innovative muscle by unveiling the BroadHead — a marvel in lightweight, flexible footwear.

The shoe's design, which product designers describe as “deconstructed,” is intended for bow hunters and others who want to stalk game with ultimate stealth.

“It's like it's not even on the foot,” said Sam Coalson, marketing manager for ROCKY Outdoor. “It weighs almost nothing, makes no sound, and emits no human odor.”

The BroadHead's stealth is due, in part, to the use of the same soft, flexible fabric currently used in Rocky's S2V apparel, which makes up the outer shell. The shoe also features Rocky's Scent IQ Atomic technology, a favorite of outdoorsmen who rely on scent and odor control for close-range hunting.

BoneCage Technology, a webbed design of thin Camo-Tek™ overlay on both sides of the shoe, provides flexible structure and protection against scrapes. An ultra-thin three millimeters of EVA make up BroadHead's sole, providing for maximum ground sensitivity. Rubber pods on the toe and heel work against common wear and tear. Gore-Tex™ fabric provides waterproof breathability keeping the feet dry and comfortable.

The BroadHead is available in Mossy Oak® Break-Up™ and retails for \$160.

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 Specs:

- ✓ Scent IQ Atomic Technology controls human odor for close range hunting
- ✓ Durably breathable and waterproof Gore-Tex fabric
- ✓ BoneCage Technology adds structure and protects against abrasion
- ✓ Soft shell, S2V, fabric aids silence in the woods
- ✓ Abrasion resistant coating on toe protects without limiting flexibility
- ✓ Three millimeters of EVA sole maximizes ground sensitivity
- ✓ Strategically placed rubber pods add durability
- ✓ MSRP: \$160

***DIGITAL IMAGES AVAILABLE
UPON REQUEST***