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**FOR IMMEDIATE RELEASE**

## **ROCKY INCREASES OFFERING IN ORIGINAL RIDE SERIES**

NELSONVILLE, Ohio – ROCKY isn't letting its classic western-work series "Ride" off into the sunset...it's adding several men's and women's styles to the line for fall 2009.

One of the new styles in the original ROCKY Ride™ line even pays homage to a country singer, Western Marketing Manager Chris Lorenzo explains.

"Rodney Atkins told us he loved the Ride system, but that he preferred black boots. We didn't carry that style at the time, so we made him some. Turns out, we liked them so much we added them to the line!"

The rounded-toe coal black boots aren't the only addition. Men's new styles include updated color ways of 11" pull-ons in leather and Cordura, 8" lacers in round and square toes, and 5" lacers. Most styles include an ASTM steel toe option. Women can now enjoy square toes and new color combinations on the 11" pull-ons.

All styles feature the shining star of the original Ride: the 8-layer Rocky Ride Comfort system. This work-ready system highlights shock absorbency, stability and durability while providing maximum comfort – making it excellent for working hard or playing hard.

Founded in 1932, ROCKY® Outdoor Gear 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](http://www.rockyboots.com)

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### **Rocky Ride Specs:**

- ✓ Full grain leather or Cordura upper
- ✓ All around welt construction
- ✓ Double ribbed, tempered steel shank
- ✓ Ride removable dual density polyurethane footbed with heel stabilizer
- ✓ 8-layer Rocky Ride Comfort System
- ✓ Oil resistant rubber outsole
- ✓ Guaranteed Rocky Waterproof Construction available
- ✓ ASTM Steel protective toe option available
- ✓ MSRP: \$165.00 - \$210.00

**IMAGES AVAILABLE  
UPON REQUEST**