



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

For Immediate Release

Contact: Mike Alday
Alday Communications
615-791-1535
mike@aldaycommunications.com

**ROCKY ATHLETIC MOBILITY:
A NEW GENERATION OF DUTY FOOTWEAR**

NELSONVILLE, Ohio — ROCKY is bringing the versatility and flexibility of its popular military boots to its Duty line with the introduction of Rocky Athletic Mobility, an innovative approach to footwear that offers various levels of protection for different work conditions.

“The inspiration for the Rocky Athletic Mobility footwear came from the versatility of our military boots,” said Bonnie Bleile, marketing manager for ROCKY. “This collection gives the consumer different levels of protection while maintaining the top-notch durability and performance expected of ROCKY boots.”

The Level Two (L2) boots are constructed with high quality, polishable black leather, waterproof GORE-TEX® fabric and a lightweight rubber outsole. L2 incorporates 400 grams of PrimaLoft® ECO FOOTWEAR insulation, a lightweight, water resistant and breathable material that keeps feet warm, even when wet. L2 is available in a lace-up boot with an optional side zipper for easy on/off. L2 styles have suggested retail prices ranging from \$119.99 to \$129.99.

Level Three (L3) is constructed with the same high quality black leather and 900 denier high-abrasion nylon for the ultimate protection. It also features waterproof GORE-TEX® fabric, 400 grams of PrimaLoft® ECO FOOTWEAR insulation and a lightweight rubber outsole. L3 is available in a front-zip style, as well as a hidden lace system with a side-zip. The L3 styles retail for \$139.99 and \$149.99

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 www.rockyboots.com.

ROCKY ATHLETIC MOBILITY



142 - L2

- Full-grain, polishable black leather
- Durably waterproof and breathable GORE-TEX® fabric
- 400g PrimaLoft® ECO FOOTWEAR Insulation
- Lightweight rubber outsole
- MSRP: \$119.99-\$129.99



135/136 - L3

- Full-grain, polishable black leather
- 900D high-abrasion nylon
- Durably waterproof and breathable GORE-TEX® fabric
- 400g PrimaLoft® ECO FOOTWEAR Insulation
- Lightweight rubber outsole
- Hidden lace system
- MSRP: \$139.99-\$149.99

Digital Images Available Upon Request

#####

WE'RE WITH YOU