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**For Immediate Release**

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**Versatility, Affordability Highlight ROCKY SilentHunter Apparel**

NELSONVILLE, Ohio — For performance and stealth year-round, ROCKY’s SilentHunter apparel is a great investment for the multi-season outdoorsman and woman.

The soft, SilentHunter micro-suede fabric allows for complete silence in the woods while accelerating moisture away from skin, keeping the wearer warm and dry.

Taking a cue from extreme sports in its styling, SilentHunter apparel provides versatility and extensive range-of-motion while remaining comfortable and durable.

The SilentHunter line utilizes ROCKY’s Scent IQ Atomic™ technology, an innovation that controls odor-causing bacteria and keeps hunters concealed in the woods without the use of special detergents, sprays or other processes.

“SilentHunter apparel is a great investment for men and women because of its extreme adaptability,” said Sam Coalson, marketing manager for ROCKY Outdoor. “This gear can be worn alone or as layers depending on the weather, it doesn’t need any special laundering to protect the Scent IQ Atomic technology, and it has numerous styling features that were made with the hunter-on-the-move in mind.”

A full line of shirts, jackets, pants, headwear and gloves are available for men and women ranging in price from \$9.99 to \$89.99.

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](http://www.rockyboots.com).



***SilentHunter Specs:***

- ✓ Scent IQ Atomic process controls odor-causing bacteria to eliminate human scent
- ✓ Moisture management fabric keeps wearer dry and warm
- ✓ Ultra-quiet SilentHunter micro-suede
- ✓ MSRP: \$9.99 - \$89.99

***DIGITAL IMAGES AVAILABLE UPON REQUEST***

**LEGENDARY OUTDOOR GEAR™**