



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

**FOR IMMEDIATE RELEASE**

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**ROCKY Introduces Footwear For Outdoor Athletes**

NELSONVILLE, Ohio — A new generation of hunters has triggered the need for a new breed of footwear for the field. ROCKY has answered the call in 2010 with the SilentStalker hunting footwear collection, a series that incorporates athletic styling and performance features reminiscent of tennis shoes.

“Everyone after the baby boomers has grown up with a wide variety of choices when it comes to footwear,” said Sam Coalson, marketing manager for ROCKY Outdoor. “Now we have younger hunters who aren’t satisfied with styles that remind them of their grandfather’s ROCKY boots. They want a boot that performs and feels more like the sneakers they’ve worn their whole lives.”

The SilentStalker series, which includes a low top, a hiker and an 8-inch boot, puts performance front and center with super flexible outsoles and a comfortable feel similar to that of a shoe.

The series also incorporates the new GORE-TEX® Extended Comfort technology, a system from Gore for the hunting market that provides highly active hunters with the most comfortable, durably waterproof and breathable, non-insulated hunting footwear experience on the market.

The SilentStalker, available in Realtree® AP™, also features ROCKY’s popular scent-control system SIQ Atomic, a featherweight Ortholite® dual-density contoured footbed and an ultra flexible two-part SilentStalker outsole.

SilentStalker styles will retail between \$125 and \$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](http://www.rockyboots.com).



***SilentStalker Lowtop***



***SilentStalker Hiker***

**Specs:**

- ✓ GORE-TEX Extended Comfort
- ✓ SIQ Atomic scent control system
- ✓ Ortholite dual-density contoured footbed
- ✓ Two-part SilentStalker promotes comfort and flexibility
- ✓ Breathable athletic spacer mesh linings
- ✓ Rip-stop performance nylon
- ✓ Abrasion resistant toe and heel
- ✓ Fall 2010
- ✓ MSRP: \$125 - \$160

**DIGITAL IMAGES AVAILABLE  
UPON REQUEST**

**LEGENDARY OUTDOOR GEAR™**