



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

FOR IMMEDIATE RELEASE

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ROCKY's Original Continues to Ride On
New Colors, Leathers Revamp Classic Line

NELSONVILLE, Ohio – The original and bestselling Rocky Ride collection gets a fresh look with new, distressed leathers and rich colors.

Fifteen new styles are added, including the first Rocky Ride harness boots. Retail prices for the Rocky Ride collection range from \$150 to \$195.

“The Rocky Ride’s comfort system quickly made the collection one of our most popular,” said Amber Vanwy, marketing manager. “Adding variety to the line gives our core western customer more options in their most comfortable boots — boots worn for work and play.”

All styles feature the eight-layer Rocky Ride comfort system, which provides maximum comfort and support. Boots are also equipped with features that promote shock absorbency, stability and durability.

Founded in 1932, ROCKY manufactures and markets rugged outdoor, duty, work, casual 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

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Rocky Ride Specs:

- ✓ Leather upper
- ✓ Durable all-around welt construction with leather welt
- ✓ Rocky Ride removable dual-density footbed with heel stabilizer
- ✓ Oil-resistant dual-density Rocky Ride rubber outsole
- ✓ Tempered steel shank
- ✓ 8-layer Rocky Ride Comfort System provides comfort and support
- ✓ MSRP: \$150 - \$195

IMAGES AVAILABLE UPON REQUEST