



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

**For Immediate Release**

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**ROCKY ADAPTAGRIP BOOTS KEEP YOU HUNTING ALL DAY LONG**

NELSONVILLE, Ohio — Rocky Adaptagrip boots, new from Rocky for spring 2015, are designed to keep you going on any hunt. Featuring a special outsole designed for superior traction and supreme comfort, the Adaptagrip boots are the perfect choice for hunters on their feet all day.

“The Adaptagrip boots master two of the most important aspects of hunting boots: traction and comfort,” said Jordan Gottke, Marketing Director for Rocky. “We’ve put unique new features into the Adaptagrip outsole to create a boot that keeps you comfortable and on your feet throughout the hunt.”

The Adaptagrip outsole is made from a rugged rubber with increased slip resistance, extra grip and extreme durability. The Rocky Comfort Zone inlays provide maximum cushioning and lasting energy return with each step.

Additional features include a full-grain leather and textile upper with Guaranteed Rocky Waterproof protection and a Rocky Terra Suspension footbed for even more cushion inside the boot.

The boots are available in Realtree Xtra Green in both six-inch and eight-inch styles. Suggested retail prices for the Adaptagrip boots range from \$129.99-\$139.99.

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

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**RKYS154**



**RKYS155**

***Adaptagrip Features:***

- Full-grain leather and textile upper
- Rocky Terra Suspension footbed
- Guaranteed Rocky Waterproof
- Durable rubber outsole with comfort inlays
- MSRP: \$129.99-\$139.99

*Digital Images Available Upon Request*

**CONFIDENCE IN ACTION**