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Rocky Brands Announces New Streamlined Distribution Strategy

Consolidated warehousing and distribution to increase profitability and improve customer service

NELSONVILLE, Ohio, Aug. 28 /PRNewswire-FirstCall/ -- Rocky Brands (Nasdaq: RCKY) has announced that it will be consolidating its distribution operations in an effort to improve customer service and increase the company's profitability, according to Chairman and CEO Mike Brooks. Rocky Brands will immediately begin a transition plan to distribute all products from its corporately owned facility in Logan, Ohio.

Rocky Brands has signed a letter of intent with Kane Distribution to serve as third-party logistics partner to manage and operate the 20-dock, 196,000 square-foot facility.

"We're excited about making these changes because of the positive impact it will have on our business," said Brooks. "We are constantly looking for ways to improve service to our customers while driving cost out of our supply chain. Consolidating our warehouses and taking advantage of Kane Distribution's expertise will also allow us to maximize the utilization of our Logan warehouse, where we expect to ship 5 million pair in 2008."

The transition process is projected to be complete by Jan. 1. Previously, Rocky Brands distributed products from its Logan, Ohio facility as well as a leased facility in Tunkhannock, Pa.

About Rocky Brands

Rocky Brands is a family of divisions that designs, develops, manufactures and markets premium quality rugged outdoor, occupational, work and western footwear, as well as branded apparel and accessories. Owned brands include ROCKY(R), Durango(R), Georgia Boot(R), Zumfoot(R) and Lehigh Safety Shoes(R). Rocky Brands also manufactures products under the licensed brands of Dickies Footwear(R), Michelin(R) and Barclay After Six(R). The company's footwear, apparel and accessories are marketed through several distribution channels. It is a publicly traded company on Nasdaq under the symbol: RCKY.

SOURCE Rocky Brands

