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## **Rocky Brands Reorganizes Management Structure With Focus on Aggressive Growth**

NELSONVILLE, OH -- (MARKET WIRE) -- 03/09/11 -- Rocky Brands (NASDAQ: RCKY) has completed its management restructuring, naming three new presidents to oversee key aspects of the company, announced David Sharp, president and COO.

In December, the company announced Sharp would be promoted to president and CEO effective July 1, 2011. Current CEO and Chairman of the Board Mike Brooks will remain as executive chairman.

"Throughout the economic downturn, Rocky Brands laid the groundwork to grow as the global economy began to improve," said Sharp. "In addition to improving cost containment, our strategy included identifying key potential revenue driving segments of our business and putting strong leaders in place over each of these."

These newly created positions include Gary Adam, president of International Sales; Jason Brooks, president of U.S. Wholesale; and Richard Simms, president of Retail.

Previously, Adam oversaw Rocky Brands Canadian sales operation. Adam will now proactively seek out and manage new international distribution options for Rocky Brands.

Jason Brooks has served in sales management for Rocky Brands and its wholesale divisions since 2002. He will oversee all domestic sales for the company's portfolio of wholesale brands, including Rocky, Georgia Boot, Durango, Built by Georgia Boot and Giant by Georgia Boot, as well as the licensed Michelin and Mossy Oak brands.

Simms previously was senior vice president of the retail division and has played a critical role in this division's transformation to a web-focused retail business. He will continue to manage this area, including all online commerce.

"We have many opportunities to grow. The international market is virtually untouched by our brands and Gary has the experience we need to capture incremental sales outside of the U.S.," added Sharp. "Domestically, we have very strong brands. Jason will bring

cohesiveness to our sales efforts to brick and mortar retail outlets. And, Richard will continue to transform the Lehigh business and manage our business-to-business interfaces."

In addition to the presidents, Mary Lorenz has been named vice president of strategy execution and process improvement. She will measure progress toward operational goals and help identify opportunities for operational efficiencies.

"With the measures we have taken over the past 24 months and now putting this team in place, we believe Rocky Brands is well positioned for an exciting future of growth," he said.

Rocky Brands, Inc. is a leading designer, manufacturer and marketer of premium quality footwear and apparel.

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