

June 7, 2011



Rocky Brands Commercial Military Footwear Carries Soldiers Into Combat

NELSONVILLE, OH -- (MARKET WIRE) -- 06/07/11 -- When U.S. Special Operations Personnel are conducting missions throughout the world, there is a good chance they are wearing S2V footwear from Rocky Brands (NASDAQ: RCKY).

Rocky Brands has been a contracted footwear vendor for the United States military over the years. In 2008, based on input from Special Operations communities, the company developed the S2V line to increase its share of the commercial military footwear market.

With its name giving a nod to the Navy SEAL motto, "Speed plus stealth equals victory," the S2V was designed to perform at the highest levels under the toughest conditions. Constructed of flash and water resistant leather and 1,000 Denier Cordura®, the lightweight boots feature a sophisticated circulation system to move air in and water out so feet stay dry, cool and comfortable. The patented Vibram® outsole is built for superior performance in a variety of conditions. Squeegee cuts are built into the toe and heel of the outsole to provide extra mobility assistance while climbing a wall, sliding across a wet tile floor, or crawling in a prone position. The instep of the boot features a rip stop polyurethane covered nylon that allows for soldiers to fast rope out of helicopters without their boots burning from the friction.

"Our military personnel are operating in some of the most punishing terrains in the world and it is imperative that their footwear not fail them," said David Sharp, Rocky Brands president and COO. "Through feedback from soldiers who actually have to perform in these conditions, we developed a line that has now been battle-tested on the front lines in Iraq and Afghanistan. From the comments we receive, they are performing beyond expectations."

Rocky's S2V boots are sold through distributors and retailers who sell to military personnel. "The S2V has been by far our best-selling boot. We have someone asking for it every day," said Rob Buckner, general manager of the 23,000-square-foot Commando Military Supply store located near Fort Benning in Columbus, Ga. "It is loaded with features that can take a pounding. One guy told us he put over 500 miles of ruck and death marches on his S2Vs and loved them."

The S2V line, retailing for \$240, now consists of four 8" styles in Desert Tan, Sage Green, Black and Coyote Brown. The advanced technology and versatility of the S2V makes it

applicable for all military services. Rocky has now added a hiker style in Desert Tan.

As part of the company's long-term strategy for growth in the commercial military sector, the company has also introduced the C4T, the lightest military training boot Rocky has ever produced. "We have established Rocky as a trusted brand with military personnel and plan to continue to introduce innovative, technologically-advanced footwear for this sector," said Sharp.

For more information on Rocky Brands and its portfolio of commercial military, work, western, outdoor and duty footwear, visit www.rockybrands.com.

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995

This press release contains certain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities and Exchange Act of 1934, as amended, which are intended to be covered by the safe harbors created thereby. Those statements include, but may not be limited to, all statements regarding intent, beliefs, expectations, projections, forecasts, and plans of the Company and its management, and include statements in this press release regarding future plans regarding footwear in the military sector (paragraph 7). These forward-looking statements involve numerous risks and uncertainties, including, without limitation, the various risks inherent in the Company's business as set forth in periodic reports filed with the Securities and Exchange Commission, including the Company's annual report on Form 10-K for the year ended December 31, 2010 (filed February 28, 2011) and the Company's quarterly report on Form 10-Q for the quarter ended March 31, 2011 (filed April 29, 2011). One or more of these factors have affected historical results, and could in the future affect the Company's businesses and financial results in future periods and could cause actual results to differ materially from plans and projections. Therefore there can be no assurance that the forward-looking statements included in this press release will prove to be accurate. In light of the significant uncertainties inherent in the forward-looking statements included herein, the Company, or any other person should not regard the inclusion of such information as a representation that the objectives and plans of the Company will be achieved. All forward-looking statements made in this press release are based on information presently available to the management of the Company. The Company assumes no obligation to update any forward-looking statements.

Mike Alday
Email Contact
615-791-1535

Source: Rocky Brands