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## **Rocky Brands Announces International Ecommerce for Consumers in 90+ Countries**

**Through Partnership With FiftyOne Global Ecommerce, Online Shopping and Services Now Available to Consumers Worldwide**

NELSONVILLE, OH -- (MARKET WIRE) -- 03/20/12 -- Rocky Brands (NASDAQ: RCKY) announced the availability of its global ecommerce solution powered by FiftyOne Global Ecommerce, allowing consumers in more than 90 countries to shop from each of Rocky Brands' seven consumer websites with a localized experience.

Consumers of Rocky Brands' products can go to [RockyBoots.com](http://RockyBoots.com), [GeorgiaBoot.com](http://GeorgiaBoot.com), [DurangoBoot.com](http://DurangoBoot.com), [LehighOutfitters.com](http://LehighOutfitters.com), [LehighSafetyShoes.com](http://LehighSafetyShoes.com), [SlipGrips.com](http://SlipGrips.com) and [BuiltFootwear.com](http://BuiltFootwear.com) to shop, purchase and ship products globally through their localized ecommerce sites. Local currency is automatically displayed based on consumer location. At checkout, consumers are presented with guaranteed final costs and don't have to worry about hidden taxes, duties or customs fees.

"We are excited to launch an online solution that will help us provide Rocky Brands' superior service on a global level," said David Sharp, President and CEO, Rocky Brands. "Being able to purchase items directly from the Rocky Brands family of websites with a localized experience gives consumers around the world peace of mind as well as quick, reliable delivery."

From optimizing and localizing Rocky Brands' websites for international shoppers and assisting with in-country marketing, to handling every aspect of the cross-border import and logistics challenges, FiftyOne's end-to-end solution enables Rocky Brands to transact across borders in every corner of the globe.

"Working with Rocky Brands to extend its ecommerce capabilities to consumers internationally is a rewarding process for us all," said Michael DeSimone, CEO, FiftyOne. "At FiftyOne, we apply our technology platform as well as our extensive knowledge of global markets to create an international ecommerce solution best-suited for our partners' goals for growth and expansion."

### *About Rocky Brands*

Rocky Brands, Inc. is a leading designer, manufacturer and marketer of premium quality footwear and apparel marketed under a portfolio of well recognized brand names including Rocky®, Georgia Boot®, Durango®, Lehigh®, BUILT by Georgia Boot and the licensed brands Michelin® and Mossy Oak®. Rocky Brands is proud to supply footwear to the United States military. For more information, visit [www.RockyBrands.com](http://www.RockyBrands.com)

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Source: Rocky Brands