

October 13, 2014



## Rocky Game Changer Boot Receives National Acclaim

NELSONVILLE, Ohio, Oct. 13, 2014 /PRNewswire/ -- Rocky Boots, a division of Rocky Brands, Inc. (NASDAQ: RCKY), continues to deliver industry-leading outdoor footwear and apparel with the launch of its fall 2014 collections. The Rocky Athletic Mobility Game Changer has already earned praise as an outstanding advancement in outdoor footwear from *Outdoor Life* magazine, which named the Game Changer its Editor's Choice among knee-high boots.



"The Game Changer is named for what we expect it to do in the rubber boot category," said Jordan Gottke, Marketing Director for Rocky. "The Game Changer revolutionized the rubber boot; Rocky was able to utilize new materials and technology to create a lighter, more flexible boot that also provides warmth for cold-weather pursuits."

The Game Changer boots have a thinner upper than most rubber boots thanks to a liquefied polyether construction. They also weigh less than 1.5 pounds per boot, and fit more like athletic footwear than rubber boots. Style RKYS072 also features the Retain™ heating system, which utilizes a reflective lining to maintain body heat, eliminating the need for bulky insulation.

"The Game Changer is a perfect example of what our product development process can accomplish," Gottke added. "Our goal is to remedy the problems outdoorsmen face in the field through the use of new materials and technology, and we are on the leading edge among footwear manufacturers in that area."

To learn more about the Game Changer boots, watch this video from RockyBoots.com:  
<http://www.rockyboots.com/gamechanger/gamechanger.html>

In addition to the Game Changer, three other technology-driven 2014 collections have resonated with consumers. The Silent Hunter boots are modeled after the Vibram® minimalist concept, allowing outdoorsmen to enjoy lighter boots while walking more quietly in the field.

Rocky Corn Stalker boots bring back a popular collection infused with new materials from trusted brands Cordura®, GORE-TEX® and 3M™ Thinsulate™.

The innovative BigFoot collection is for those with larger feet. Constructed on a new, wider last, BigFoot boots offer more room throughout the boot and a more comfortable option for outdoorsmen.

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).

Contact: Tony Williams  
Alday Communications  
615-791-1535  
[tony@aldaycommunications.com](mailto:tony@aldaycommunications.com)



Photo - <https://photos.prnewswire.com/prnh/20141013/151727>

Logo - <https://photos.prnewswire.com/prnh/20130319/CL79665LOGO>

SOURCE Rocky Brands, Inc.