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Rocky Brands Launches Coyote Brown Military Footwear To Meet New Army Uniform Standards

NELSONVILLE, Ohio, June 5, 2015 /PRNewswire/ -- Rocky Brands (NASDAQ: RCKY) is prepared to meet the demand for Coyote Brown military boots after the Army announced June 2 that it would begin transitioning to a new Operational Camouflage Pattern (OCP) on July 1, 2015.



Rocky will have its regulation-compliant Coyote Brown S2V boots available in Exchanges beginning the first of July 2015. The Army will not issue boots in the new color until August, and the new pattern will not become standard issue until January 2016.

"Rocky takes great pride in the footwear we create for our men and women in uniform and consider it an honor to be a leader in the military footwear industry," said MAJOR (Retired) Mark Dean, VP of Rocky's Commercial Military Division. "In order to mirror the Army's issue plan, we have already begun manufacturing S2V boots in the regulated Coyote Brown color and the initial shipments will be available the first of July at the Exchanges designated in the first of three waves."

Rocky has increased production since the announcement of the new camouflage pattern and will continue manufacturing the S2Vs at a fast pace as demand is expected to be high beyond August as soldiers seek out commercial footwear options.

The Coyote Brown Rocky S2V boot is available as a flexible, rugged and durable option. The boots feature high-walled Vibram® 360-degree outsoles, Ankle Roll-Stop Stability™ technology, flash- and water-resistant Coyote Brown leather, CORDURA® side panels and S2V Sieve™ "Walk It Dry" technology that pushes water out of the boots as you walk. In addition to the soft toe S2V, Rocky will also offer safety toe and insulated versions.

Rocky military boots have been a staple in the armed forces since World War II. The company supplied more than one million pairs of shoes and boots to soldiers during World War II and the Korean War and has sustained its military footwear support in both Iraq and Afghanistan, continuing a tradition of producing quality combat and tactical footwear for more than 70 years.

About Rocky Brands, Inc.

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®, Creative Recreation® and the licensed brand Michelin®. For more information, 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 Rocky Brands, Inc. (the "Company") and its management, and include statements in this press release regarding future plans regarding licensing (paragraph 6). 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.

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