

September 8, 2016



Rocky Brands Announces CEO Transition

Mike Brooks Appointed Interim CEO

NELSONVILLE, Ohio--(BUSINESS WIRE)-- Rocky Brands, Inc. (Nasdaq: RCKY) today announced that Mike Brooks, Chairman of the Board of Directors, has been appointed Interim Chief Executive Officer following the resignation of David Sharp as President and Chief Executive Officer, and as a member of the Board of Directors of the Company. Mr. Brooks will serve as Interim Chief Executive Officer while the Board conducts a search for a new Chief Executive Officer.

Mike Brooks stated, "The Board has great confidence in the skills and talent of the management team and their ability to continue to execute on the strategy we have laid out together. I look forward to working with the entire Rocky Brands team as we continue to strive to return the Company to profitability and sustained growth. We thank David Sharp for his many years of service and wish him well in his new endeavors."

"I am sincerely grateful for the time I spent with the Company and I remain a strong supporter of Rocky Brands and all of its employees," said David Sharp.

Mr. Brooks previously served as Chief Executive Officer of the Company from August 1991 to July 2011.

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®.

Safe Harbor Language

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. 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, 2015 (filed March 3, 2016) and quarterly reports on Form 10-Q for the periods ended March 31, 2016 (filed April 29, 2016) and June 30, 2016 (filed July 28, 2016). 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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