

August 7, 2017



Rocky Brands Announces Participation in the Canaccord Genuity Growth Conference

NELSONVILLE, Ohio--(BUSINESS WIRE)-- Rocky Brands, Inc. (Nasdaq:RCKY) today announced that the Company will make a presentation at the Canaccord Genuity Growth Conference at the Intercontinental Boston Hotel. The presentation is scheduled for Wednesday, August 9, 2017 at 12:00 p.m. Eastern Time. The presentation will be simultaneously broadcast on the Internet and will be available at www.rockybrands.com.

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®.

View source version on businesswire.com:

<http://www.businesswire.com/news/home/20170807005617/en/>

Company:

Rocky Brands, Inc.

Thomas D. Robertson, 740-753-1951

Chief Financial Officer

or

Investor Relations:

ICR, Inc.

Brendon Frey, 203-682-8200

Source: Rocky Brands, Inc.