



ROCKYBOOTS.COM • 39 EAST CANAL STREET • NELSONVILLE, OHIO 45764 • (740) 753-9100

For Immediate Release

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ROCKY'S GAME CHANGER BOOTS OFFER LIGHTWEIGHT, ATHLETIC FIT

NELSONVILLE, Ohio — For hunters tired of lugging heavy boots through muddy terrain, Rocky adds the Game Changer to its Rocky Athletic Mobility collection for 2014. Around half the weight of most traditional rubber boots, the Game Changer allows for quick, athletic movement without compromising the durability needed in a rubber boot.

“The Game Changer boots weigh just 1.4 pounds each, which delivers unbelievable performance in the field,” said Sam Bowman, brand manager for Rocky Boots. “Hunters will have all the benefits of a rubber boot without the burden of the extra weight.”

The Game Changer features an aggressive rubber outsole for traction in wet, muddy conditions and a polyether upper inspired by athletic footwear for a snug and secure fit. The materials used to make the boots are naturally anti-microbial and waterproof, and a special HD camo print covers the outside of the boot.

The extra wide styles also feature a Colossal Calf fit for extra room and ultimate comfort. The 16-inch boots are available Mossy Oak Infinity, Realtree Xtra and green with suggested retail prices ranging from \$179.99 to \$189.99.

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.

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Game Changer Features:

- Polyurethane upper
- Naturally anti-microbial & waterproof
- Athletic inspired upper
- Aggressive rubber outsole
- HD camo print
- MSRP \$179.99 - \$189.99

Digital Images Available Upon Request

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