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FOR IMMEDIATE RELEASE

STRIKER SNAKE BOOT PROVIDES EASE OF MIND

Snake proof durability has been tested by the best

NELSONVILLE, Ohio – ROCKY Outdoor Gear knows the extreme importance of snake proof boots to those that wear them, and how to deliver them. Just ask “SnakeMaster” Steve Scruggs, reptile handler and wildlife educator with his traveling outdoor program “Let’s Get Wild.”

“I’ve tested Rocky snake boots against every venomous snake in the United States, and I’ve never had a fang break through,” said Scruggs of ROCKY’s reliably snake proof boot exteriors.

ROCKY’s Striker Snake Boot is one of the most popular of its snake proof boot line, and is among those tested by the SnakeMaster. The boot boasts ROCKY’s guaranteed waterproof construction, as well as 15 inches of snake proof protection. Though the boot laces for a snug fit around the ankle and leg, an inside zip provides a quick and easy on and off.

Striker’s Lynx outsole is aggressively designed with alternately raised surfaces for maximum traction. The outside construction features full-grain leather for comfort, fit and durability as well as tough nylon for lightweight breathability. The leather is brown while the nylon features Mossy Oak® Break-Up™. The suggested retail price is \$139.99.

Founded in 1932, ROCKY manufactures and markets rugged outdoor, 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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Striker Snake Boot Specs

- ✓ 15 inches of snake proof protection
- ✓ Guaranteed waterproof construction
- ✓ Brown full grain leather with Mossy Oak® Break-Up™ nylon
- ✓ Aggressively designed Lynx outsole
- ✓ MSRP: \$139.99

DIGITAL IMAGES AVAILABLE UPON REQUEST

LEGENDARY OUTDOOR GEAR™