



39 EAST CANAL STREET • NELSONVILLE, OHIO • PHONE: 740.753.9100 • FAX: 740.753.9492
AMBER VANWY • EXT. 2156 • AMBER.VANWY@ROCKYBRANDS.COM

FOR IMMEDIATE RELEASE

ROCKY'S BROADHEAD **The World's Lightest Archery Footwear?**

NELSONVILLE, Ohio – ROCKY once again flexes its innovative muscle by unveiling the BroadHead – a marvel in lightweight and flexible footwear.

The shoe's design, which Product Development Manager Nelson Ruiz describes as "deconstructed," is intended for bow hunters who want to stalk game with ultimate stealth. "It's like it's not even on the foot," added Ruiz. "It weighs almost nothing, makes no sound, and emits no human odor."

The BroadHead's stealth is due in part to the soft, flexible fabric currently used in ROCKY's S²V apparel, which makes up the outer shell. BoneCage Technology, a webbed design of thin Camo-Tek™ overlay on both sides of the shoe, provides flexible structure and protection against scrapes. The shoe features ROCKY's Scent IQ Atomic Technology, a favorite of outdoorsman who rely on scent and odor control for close range hunting.

"This footwear is unlike anything that's out there," said Brandon Bates, avid outdoorsman and featured hunter on the Rocky Geared Up adventure television series. "With each step, it lets the wearer detect what is on the ground beneath his foot, allowing him to creep into shot range."

An ultra-thin three millimeters of EVA make up BroadHead's sole, providing maximum ground sensitivity. Higher abrasion areas at the toe and heel are protected by rubber pods. Gore-Tex™ fabric provides waterproof breathability keeping the feet dry and comfortable.

The BroadHead is available in Mossy Oak® Break-Up™ and retails for \$160.

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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BroadHead Specs:

- ✓ SiQ Atomic Technology controls human odor for close range hunting
- ✓ Durably breathable and waterproof Gore-Tex™ fabric
- ✓ BoneCage Technology adds structure and protects against abrasion
- ✓ Soft shell, S²V, fabric aids silence in the woods
- ✓ Abrasion resistant coating on toe protects without limiting flexibility
- ✓ Three millimeters of EVA sole maximizes ground sensitivity
- ✓ Strategically placed rubber pods add durability
- ✓ MSRP \$160.00

**DIGITAL IMAGES AVAILABLE
UPON REQUEST**

LEGENDARY OUTDOOR GEAR™