



ALDAY COMMUNICATIONS

I N C O R P O R A T E D

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ROCKY BRANDS TAPS ALDAY COMMUNICATIONS FOR PUBLIC RELATIONS SERVICES

FRANKLIN, Tenn. – Rocky Brands has hired award-winning public relations agency, Alday Communications, Inc. (ACI) as its public relations firm of record, announced Mike Alday, president. Based in Nelsonville, Ohio, Rocky Brands manufactures and markets outdoor, work, western, and duty footwear together with branded apparel and accessories. ACI will assist in retailer and consumer communications as well as product publicity for the Rocky Brands corporate entity and its brand divisions.

Previously known as Rocky Shoes & Boots, Rocky Brands changed its corporate name after acquiring EJ Footwear earlier this year, a move that almost doubled the size of the company. Alday Communications had worked with EJ Footwear's Georgia Boot®, Durango Boot® and Dickies® Footwear brands since 1994.

“We are fortunate that when Rocky acquired EJ Footwear, they recognized the value of our work and decided to expand our partnership to encompass the entire company and its brands,” said Alday. “Rocky Brands now owns a full stable of the most trusted names in hunting, work and western footwear and apparel. We look forward to helping them continue to grow their business.”

Rocky's owned brands now include ROCKY® Outdoor Gear, Georgia Boot®, Durango Boot®, Lehigh Safety Shoes®, Slip Grips® and Gates®. Its licensed brands include Dickies® and Barclay After Six®. It is a publicly traded company on NASDAQ under the symbol: RCKY.

Founded in 1994, ACI is a nationally competitive, full-service public relations and marketing agency. Specializing in strategic communications, ACI serves clients of all sizes across a variety of industries. The agency has special expertise in the industries of golf, sporting goods, footwear, apparel, publishing and gardening. For more information, visit www.aldaycommunications.com.

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