

ROCKY BRANDS, INC.

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Rocky Brands Announces Participation in the 18th Annual B. Riley & Co. Investor Conference

NELSONVILLE, Ohio, May 22, 2017 – Rocky Brands, Inc. (Nasdaq: RCKY) today announced that the Company will make a presentation at the 18th Annual B. Riley & Co. Investor Conference at the Loews Hollywood Hotel in Hollywood, California. The presentation is scheduled for Wednesday, May 24, 2017 at 11:30 a.m. Pacific 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®.