

**ROCKY BRANDS, INC.**

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**ROCKY BRANDS TO PRESENT AT THE BAIRD 2018 GLOBAL CONSUMER, TECHNOLOGY & SERVICES CONFERENCE**

NELSONVILLE, Ohio, June 4, 2018 – Rocky Brands, Inc. (Nasdaq: RCKY) today announced that the Company will make a presentation at the Baird 2018 Global Consumer, Technology & services Conference at the InterContinental New York Barclay Hotel. The presentation is scheduled for Wednesday, June 6, 2018 at 3:45 p.m. Eastern Time. The presentation will be simultaneously broadcast on the Internet and will be available at [www.rockybrands.com](http://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®, and the licensed brand Michelin®.