

**ROCKY BRANDS, INC.**

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**ROCKY BRANDS TO PRESENT AT THE 2018 ICR CONFERENCE**

NELSONVILLE, Ohio, January 4, 2018 – Rocky Brands, Inc. (Nasdaq: RCKY) today announced that the Company will make a presentation at the 2018 ICR Conference at the JW Marriott Orlando Grande Lakes in Orlando, Florida. The presentation is scheduled for Monday, January 8, 2018 at 1:00 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®.