FOR IMMEDIATE RELEASE

Georgia Boot, America's Hardest Working Boot, Aligns with Reigning Truck Series Champ Todd Bodine & Germain Racing for 2011

Mooresville, N.C. (March 2, 2011) - Germain Racing proudly announces a new team sponsorship for the 2011 season. The team has partnered with America's Hardest Working Boot, Georgia Boot. The brand is a perfect match for Germain Racing's strength and competitive reputation in the NASCAR Camping World Truck Series.

"To have a company like Georgia Boot come on board with us is just a perfect fit. Germain Racing is the hardest working team in the Truck Series, I am absolutely convinced of this. Georgia Boot is made for the hardest working folks in America—the kind of people that have a work ethic strong enough that they could be part of our racing team," said Todd Bodine, the two-time Truck Series champion who will sport the Georgia Boot paint scheme this season.

Georgia Boot has signed on as primary sponsor of the No. 30 Georgia Boot Tundra at Kentucky Speedway in July and the No. 30 Germain Racing team will proudly wear the Georgia Boot logo as an associate sponsor for the entire 2011 season.

"Georgia Boot is a sponsor that's been in front of the Truck Series fans for years. They know that race fans love the Truck Series because it's tough. It's competitive. It might be the best racing around. We

love the fact that Georgia Boot is headquartered in Central Ohio, just down the road from Germain Motor Company headquarters.

We are looking forward to having Georgia Boot on Todd's Tundra as he defends his Championship in 2011," said team owner Bob Germain Jr.

Earning back-to-back titles has proven an impossible feat in the Truck Series. In fact, only three drivers have earned more than one title, and Bodine is one of them.

“We are excited to join forces with Germain Racing for the 2011 season. Todd Bodine and Germain Racing are great examples of consistency, performance, and a drive for excellence that make them a great fit for our brand. The team is coming off a winning season and we are excited to be a part of their quest to win it all this season. We look forward to supporting Todd and the team and look forward to a great year,” said Jared Oviatt, Georgia Boot vice president of sales.

Germain Racing is only the second team in Truck Series history to earn multiple wins in seven consecutive seasons. Germain Racing has 22 wins, nine pole awards and two championships. Follow the team on **Twitter @GermainRacing** or on the web at Germainracing.com or become a fan on **Facebook: Facebook.com/pages/Germain-Racing/198863890135.**

Georgia Boot is a manufacturer and marketer of quality work and outdoor footwear. It is a division of Rocky Brands, a publicly traded company on NASDAQ® under the symbol: RCKY. For more information, visit **www.georgiaboot.com** .

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