

### **Georgia Boot, America's Hardest Working Boot,**

### **Ready for Bodine to Defend Race Title at Kentucky Speedway**

Mooresville, N.C. (July 4, 2011) - Germain Racing finally gets to show off the No. 30 Georgia Boot Tundra to NASCAR Camping World Truck Series fans on Thursday night at Kentucky Speedway. Todd Bodine, last year's Kentucky Speedway race winner and the defending Truck Series champion will be behind the wheel of the Toyota which proudly bears the branding of America's Hardest Working Boot.

"This first race with Georgia Boot is one we've been looking forward to on the schedule for quite some time. Georgia Boot is America's Hardest Working Boot, and I truly believe they are with the best team in the Truck Series. Germain Racing's crew guys work their guts out each and every week, so Georgia Boot is a natural fit here. We're looking forward to having a long relationship with Georgia Boot," said Bodine.

Announced earlier in the season, the Georgia Boot primary sponsorship event is finally here and everyone from Rocky Brands in Nelsonville, OH, is looking forward to Thursday.

"Everybody at Rocky Brands is very excited about our upcoming primary at Kentucky Speedway! We can't wait to see Todd race around the track in the #30 Georgia Boot Racing truck! Hopefully our truck will bring Todd a little bit of luck and he'll be able to bring home the checkered flag to victory lane! Georgia Boot has always been "America's Hardest Working Boot" and this year we were lucky enough to join forces with "America's Hardest Working Team" in Germain Racing. We really couldn't have picked a better team to sponsor," said Jordan Gottke, Marketing Manager for Georgia Boot at Rocky Brands, Inc.

Being the defending race winner gives Bodine and the No. 30 Georgia Boot Tundra team some extra confidence heading into Kentucky.

“It’s definitely a better state of mind heading to Kentucky Speedway after our win there last year. We know we can get it done. We already knew that because we’d always run well there in the past. But, getting the win last year proves it. We have high hopes for the Georgia Boot Tundra this week at Kentucky,” said Bodine, who will race chassis GR-016 on Thursday.

Thursday’s race will be broadcast on SPEED at 8:00 PM Eastern. Watch it live, or tune your radio dial to your local MRN affiliate.

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](http://Germainracing.com) or become a fan on Facebook: [Facebook.com/pages/Germain-Racing/198863890135](https://www.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](http://www.georgiaboot.com).

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