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Rogue, Rebellious, Real: New Justin Gypsy Collection™ Rocks Shelves this Season

Justin Boot Company dusts off heirlooms from its archives finding inspiration for fashion-comfort line

FORT WORTH, Texas (July 10, 2007) – The 127-year-old boot-making company's designers have done it again: stimulated by the allure of gypsy cowgirls of yesteryear, the Justin Boot Company set out to tell her story through a new women's line, the **Gypsy Collection™.** This rowdy cowgirl embraced an independent, gypsy spirit – a pioneer woman competing in a man's world, she held her own. Brazen as she was, she commanded a certain sense of style from her brim to her boots. The new Gypsy Collection tells her story and captures her attitude and style through rugged, authentic details with a hip femininity.

"The Gypsy Collection joins advanced, innovative performance features for riding with fashion details that creatively – and quite successfully – pay homage to the legacy of the gypsy cowgirl," said Randy Watson, president and CEO of Justin Brands, Inc. "We have a great team of designers and boot specialists whose outstanding line-up will make women *and* girls want to find their gypsy spirit."

Vibrant colors, bold stitch patterns and a variety of leathers ensure every cowgirl finds a Gypsy Collection boot that reflects her own unique look. Available in 8" and 11" tops, these boots are both performance-ready and perfect for everyday dress with a tough but feminine silhouette that makes them a perfect match for jeans and skirts. Confidently designed down to the last detail, the Gypsy Collection boots feature a custom cowgirl logo – pulled from the archives and unique to the collection – embedded in the outsole to make sure every gypsy cowgirl leaves her mark.

As expected, Justin successfully corrals the unruly aura and style of a gypsy cowgirl to peacefully coexist with impressive performance technology. With a new outsole that boasts dual-density, stirrup-friendly technology, the Gypsy Collection is less aggressive and more dependable than comparable riding boots. Both lightweight and flexible, the collection also features the J-Flex® Flexible Comfort System as part of an advanced comfort package.

It is only fitting that inspiringly bold marketing would accompany this already impossible-to-ignore collection. The Gypsy Collection's custom boot boxes feature the colorful artwork of Texas artist Ralph Garrett and reflect the saucy style of the boots they carry. In conjunction with a new ad campaign rolling out later this year, Justin launches the Gypsy Collection on the Web at HYPERLINK "http://www.justingypsy.com."www.justingypsy.com., where cowgirls can stay connected with their favorite brand's new collection.

Hitting stores in August and priced at approximately $79 to $99.99, the Gypsy Collection is not only a must-have for every gypsy cowgirl at heart, but a can-have.

For more information on Justin Boot Company, visit www.justinboots.com. For more information on the work of Ralph Garrett, visit www.shoestringcreations.net.

Justin Brands, Inc., a recognized leader in Western footwear, is a Berkshire-Hathaway corporation (NYSE: BRKa) and its divisions include Justin Boot Company, Tony Lama Company, Nocona Boot Company, Chippewa Shoe Company and Justin Original Workboots.

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