



## **STAMPEDE** COLLECTION

FOR IMMEDIATE RELEASE

### ***Justin Boot Company® Launches Stampede Collection™*** ***New product category appeals to retailers and consumers searching for great value***

**FORT WORTH, TEXAS (Oct. 29, 2009)** – *Justin Boot Company®*, a recognized leader in western and equine footwear, today announced the launch of a new line of western boots and workboots with “best in class” durability at a price point increasingly sought after by today’s consumer.

With the introduction of the **Justin Boots Stampede™ Collection**, the company with more than 130 years of boot-making experience offers the ultimate value: the right styles and the right features at the right price. The new boot collection combines performance-based quality and affordability, and caters to men and women ages 17 to 40. The collection will hit retail shelves in December and January.

No matter the wearing occasion – from the workday to the weekend – the Stampede Collection delivers superior quality and value to the consumer while providing strong sales potential to the retailer through increased margins. Closing a current retail gap, the Justin Boots Stampede Collection will retail from \$99 to \$159 and offers superior comfort, quality and value from a brand name known and trusted by retailers and shoppers alike.

“We are committed to becoming the western consumer’s complete footwear solution by providing a well-rounded selection of products from a brand name they love. Through extensive market research we’ve identified key price points that best fit today’s consumers’ needs,” said Randy Watson, president and CEO, Justin Brands, Inc. “With a focus on providing superior value, the Stampede Collection meets key function and comfort demands, offers innovative styling features, and is aimed to exceed our consumers’ and retail partners’ expectations.”

With five affordable product categories – Western, Punchy, Cattlemen, Tekno Crepe®, and Workboots – the Stampede Collection caters to a range of consumer performance needs by incorporating industry leading product features, functions and technologies. The comfort package of the Western, Punchy and Cattlemen styles includes perforated breathable cushion covers, sculptured EVA comfort footbed, bootmaker welt stitching, and high-density rubber performance outsoles. The Tekno Crepe series offers a flex-slotted lightweight midsole and authentic patented Justin Tekno Crepe® outsole. Available in both steel and non-steel toe, the Workboots provide extended safety and durability with multi-density inserts, enhanced performance storm welts, shock absorbing gel heel pads and slip and abrasion-resistant outsoles. Finally, the Justin Stabilization Technology™ and the J-Flex Flexible Comfort System® with triple-density insoles are present in every Stampede style.

Justin Boot Company is staged to implement a strategic marketing campaign focused on in-store point-of-sale, print advertising, advertising support materials, online communication via the Web site and a social media platform, brand-to-consumer e-newsletters and an opt-in segmented e-mailing system, and public

relations outreach to support the launch. With a sound communications strategy the Stampede Collection will tout a long-lasting comfort and stability package alongside performance-based function, and above all else – *value*.

**About Justin Boots®**

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 Boot Company and Justin Original Workboots.

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