

FOR IMMEDIATE RELEASE



**MEDIA CONTACT**

Jenny Dubberly  
919.832.6300  
jdubberly@fwv-us.com

***Justin Boot Company<sup>®</sup> Increases Efforts to Support Injured ProRodeo Athletes  
Justin Sportsmedicine Team announces new program head, updated technology***

**FORT WORTH, TEXAS (Nov. 23, 2009)** – At a time when many companies are finding it necessary to dial back their charitable efforts, *Justin Boot Company<sup>®</sup>*, the leader in western and equine footwear and exclusive footwear sponsor of the Professional Rodeo Cowboys Association (PRCA), is committed to doing just the opposite. In an ongoing pledge to the sport of rodeo and its athletes, the Justin Sportsmedicine Team (JST) – a program fully funded by the Justin Boot Company since 1981 to provide free, comprehensive, onsite medical coverage to professional rodeo athletes at 125 PRCA rodeos annually – announces new leadership and program advancements including new state-of-the-art equipment for the 2010 season.

Following the retirement of the program’s founders – Dr. J. Pat Evans and executive director Don Andrews, after thirty years of valued service – Justin Boots is enlisting the leadership of long-time JST program manager Mike Rich. As the owner of the Restore Physical Therapy Clinic and Restore Group, Rich brings with him a qualified skill set allowing him to lead the latest technological advancements of the JST. Dr. Tandy Freeman, a world-renowned rodeo physician and orthopedic surgeon, will continue in his position as JST medical director to lead the JST in implementing the use of the new technology systems.

“Based on my years of experience working with professional athletes in a variety of sports, I have found the sport of rodeo to be one of the toughest and most grueling on its athletes,” says Mike Rich, executive director, Justin Sportsmedicine Team. “Rodeo athletes don’t have the luxury of a team doctor or athletic trainer. The Justin Sportsmedicine Team – through the support of skilled physicians like Dr. Freeman – provides cowboys with the emergency care they require; and that care is significantly increased with the new technology.”

The newest addition to the JST program comes in the form of an increased focus on innovative, technological advancements. With three new custom-made mobile medical facilities featuring X-ray viewing capabilities, electric stimulation machines and ultrasound units among other updates, JST members can better treat injured cowboys during each rodeo stop.

“With Mike Rich’s lead and the recent technological improvements, the team can continue to carry out the JST’s goal of exceptional cowboy care, injury prevention and research efforts to offer these athletes the best medical support available,” says Randy Watson, president and CEO, Justin Brands, Inc. “We are looking forward to the positive changes to the Justin Sportsmedicine Team and the extension of the great program Dr. Evans and Mr. Andrews originally founded.”

For more information on the Justin Sportsmedicine Team, visit [www.justinboots.com](http://www.justinboots.com).

**About Justin Sportsmedicine Team**

The first mobile professional sports medicine vehicle in North America, the Justin Sportsmedicine Team (JST) is the Official Healthcare Provider to the PRCA. For 29 years it has provided on-site, state-of-the-art medical treatment to injured rodeo competitors at no charge. With more than 125 medical doctors and 475

physical therapists, athletic trainers and massage therapists, the JST network provides treatment at 125 PRCA sanctioned rodeos.

**About Justin Cowboy Crisis Fund**

The Justin Cowboy Crisis Fund is a charitable organization designed to provide financial aid to professional rodeo athletes and their families in the event of catastrophic injury. Unique among today's numerous charitable organizations, the Justin Cowboy Crisis Fund (JCCF) stands above the rest by dedicating 100 percent of all contributions received for disbursement to eligible applicants. For more on the JCCF, visit [www.prorodeo.com](http://www.prorodeo.com).

**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.

###