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Nocona Boot Company Announces Addition of Eleven New Schools to College Boots Collection

FORT WORTH, Texas (December 25, 2010) – Nocona Boot Company today announced the addition of eleven new schools to the College Boots Collection. The additions include **The University of Alabama, Auburn University, Clemson University, University of Florida, University of Georgia, Kansas State University, Louisiana State University, University of Nebraska, The University of Oklahoma, University of Tennessee and The University of Texas**. College Boots features university-specific boots that provide the everyday fan with appropriate game-day footwear.

“We are thrilled to announce this significant expansion of our program,” said Monte Nelson, Nocona Boot Company brand manager. “We are committed to the growth of this collection and anticipate even greater returns for our retailers.”

The new boots are available in stores now and retail for approximately \$200. Nocona Boot Company also produces boots featuring Texas Christian University, Texas Tech University, Oklahoma State University, Texas A&M University and University of Arkansas. Nelson foresees continual growth and success in the collection, with the addition of more schools coming soon. With multiple affordable designs to choose from, the College Boots Collection enables fans to select a boot that expresses who they are, as well as support for their school.

For more information about the College Boots Collection, please visit www.collegeboots.com, or join us on Facebook and Twitter at www.facebook.com/collegeboots and www.twitter.com/collegeboots.

The College Boots Collection is officially licensed by The Collegiate Licensing Company.

CLC is a division of global sports and entertainment company IMG. Founded in 1981, CLC is the oldest and largest collegiate licensing agency in the U.S. and represents nearly 200 colleges, universities, bowl games, athletic conferences, the Heisman Trophy and the NCAA. Its mission is to be the guiding force in collegiate trademark licensing and one of the top sports licensing firms in the country. Headquartered in Atlanta, CLC provides full-service capabilities in brand protection, brand management and brand development. For more information, visit www.clc.com or www.imgworld.com.

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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