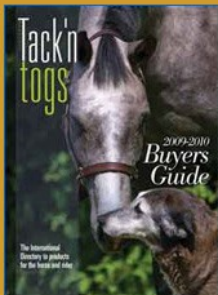




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Nocona Launches College Boots Collection

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(12/8/2009)

Nocona Boot Company announced its launch of the new College Boots Collection, featuring university-specific boots that provide the everyday fan with appropriate game-day footwear. The College Boots Collection caters to fans who want to display pride in their university while being provided the exceptional quality and comfort that comes standard with every Nocona boot, all at an affordable price.

"We are incredibly excited about the launch of the College Boots Collection," said Monte Nelson, Nocona Boot Company brand manager. "These boots will provide college fans with what we think is the ultimate logoed product to show off their school pride!"

Nocona Boot Company is currently producing boots featuring Texas Christian University, Texas Tech University, and Oklahoma State University with more schools being made available in the near future. 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 visit 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 in order to assure the universities' brands are protected and used appropriately by Nocona Boot Company. CLC is the oldest and largest collegiate licensing agency in the nation and currently represents nearly 200 colleges, universities, bowl games, athletic conferences, The Heisman Trophy, and the NCAA.

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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