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LACROSSE HAS REFRESHED THE POPULAR ALPHABURLY SPORT WITH PRO SERIES

LaCrosse Alphaburly Pro Delivers Improved Fit, Design and Performance

PORTLAND, Ore. – Since its introduction over ten years ago, the LaCrosse Alphaburly Sport has served outdoorsmen and women wherever the hunt has taken them. A boot notorious for its lightweight and scent-free performance, LaCrosse has refreshed the Alphaburly Sport with the Alphaburly Pro series. The Alphaburly Pro delivers a new design, improved function, lighter weight construction and superior performance.

The Alphaburly Pro is designed with an improved and more comfortable fit. Rubber is eliminated around the upper cuff and replaced with stretchable durable neoprene, delivering easier on and off. The remaining exterior is composed of a higher percentage natural rubber, which decreases weight while increasing strength and flexibility. A bi-directional embossed neoprene sock lining delivers improved air circulation within the boot. LaCrosse Alpha Construction and Ankle-Fit technology keep feet dry and secure on any terrain. The new Burly® Pro outsole featuring superior traction and stability with no mud build-up provides underfoot support. The Alphaburly Pro series includes two side-zip styles to support easy on and off.

“We accomplished everything we set out to do with the Alphaburly Sport update,” said Ryan Cade, Senior Product Line Manager for LaCrosse Hunt. “The new Alphaburly Pro is lighter-weight, faster, more flexible and durable, but maintains the same time-tested features as the Alphaburly Sport. This is a great update to an iconic LaCrosse style.”

The Alphaburly Pro series is constructed with women’s and men’s specific fit and design. The series includes styles with Advantage Max-4 HD®, Realtree Xtra Green®, Realtree Xtra®, Mossy Oak® Break-Up Infinity®, and Forest Green to support all seasons. Sizes include men’s size 6-15 and women’s size 5-11, both in whole sizes only. Styles include varying levels of Thinsulate™ Ultra Insulation to support all climates.

MSRP ranges from \$139.95-\$169.95 for men’s styles and \$129.95-\$169.95 for women’s styles. The Alphaburly Pro is available at sporting goods retailers across the country and at lacrossefootwear.com.



Forest Green



Mossy Oak® Infinity®



Side Zip, Realtree X-Tra®

About LaCrosse Footwear, Inc.

LaCrosse Footwear, Inc. a wholly owned subsidiary of ABC-MART, is a leading developer and marketer of branded, premium and innovative footwear for expert work and outdoor users. The company's trusted Danner® and LaCrosse® brands are distributed domestically through a nationwide network of specialty retailers and distributors, and internationally through distributors and retailers in Asia, Europe and Canada. Work customers include people in law enforcement, agriculture, construction, industry, military services and other occupations that need high-performance and protective footwear as a critical tool for the job. Outdoor customers include people active in hunting, outdoor cross training, hiking and other outdoor recreational activities. For more information about LaCrosse Footwear products, please visit our Internet websites at www.lacrossefootwear.com and www.danner.com.