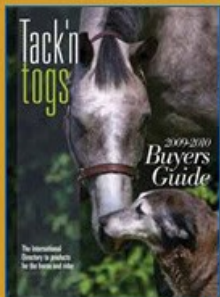


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Chippewa Boot Company Launches New Web Site

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(12/31/2009)

Chippewa Boot Company, the ultimate outdoorsman's source for footwear, today announced its launch of a new web site, www.chippewaboos.com, featuring Mike Garner, outdoorsman and blogger. The new site comes with several new features including an improved dealer locator, zoom capabilities to better see the details of each boot, boot technology details, a tour of the Chippewa factory, and a company history section.

"With this new Web site, we have made it easier for our customers to find the perfect pair of boots," said Clark Perkins, Chippewa Boots brand manager, "and we look forward to the insights Mr. Garner will provide about our products on our web site's new blog."

Chippewa's web site will turn to Garner to provide personal experiences that will give consumers a chance to read first-hand accounts about the performance of Chippewa products. Garner will post product reviews and trip overviews on the Chippewa blog. Garner will also post pictures and video clips of his excursions to give product demonstrations and to entertain the reader.

Chippewa selected Garner to be the blogger for its web site due to his expertise in the realm of outdoor sports. He has produced a multitude of outdoors shows for ESPN, Outdoor Channel and Versus and attributes his love for the outdoors to lessons learned as a youth in the Boy Scouts of America, as well as to the fundamentals acquired in the woods and on many a gun range with his father, retired Tulsa Police Sergeant Michael Jerome Garner.

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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