

## Ariat Introduces More Baby Boots

**Probaby and Fatbaby boots will be the latest in the line, to be released this holiday season.**

09-28-2007

Ariat International, Inc. will be releasing new ProBaby and Fatbaby boot styles that will arrive in stores November 2007 and January 2008. Ariat introduced the original Fatbaby cowboy boot in 2001 and the style proved to be groundbreaking in the Western footwear industry.

The Fatbaby boots are always at the height of fashion. Highlights of the November Fatbaby collection will include Gem Baby Knight, a bold design featuring a cross detail on the shaft and a two-tone midsole complimented by gem and whipstitch accents. Fatbaby Safari reflects a growing animal print trend in the western market. This wing tip boot features animal prints on the shaft and toe as well as a colored midsole.

For riders who are looking to combine fashion with function, Ariat's ProBaby boots fit the bill. Featuring a stirrup-ready smooth crepe sole, ProBaby takes all the fun of Fatbaby and combines it with Ariat's innovative ATS® technology to dramatically reduce fatigue and stress in the rider's feet, lower legs and back. ProBaby Paisley, featuring a bandana-inspired stitch pattern on the shaft accented by teardrop shape pull holes, will be in stores November 2007. By melding style with workmanlike sturdiness, ProBaby has been the boot of choice for many team roping and barrel racing competitors. And just think: they'll be in the stores in time for holiday shopping!