



## Heelys, Inc. Launches New Web Site, Heelys.com

### ***Enhanced Resources Include Streaming Video, Store Locators, and Complete Product Listings***

CARROLLTON, Texas, Jun 02, 2010 (BUSINESS WIRE) -- U.S.-based **Heelys, Inc.**, announces the launch of its completely redesigned website, [Heelys.com](http://Heelys.com), to extend its reach to **Heelys** customers.

The new website features expanded content, improved store finder functionality, Buy Now options, product instructions, social networking options and the brand-new **Heelys** Classic Shop. **Heelys** completed all the design, strategy and implementation in house.

"Our online visitors will now experience a brand-new feel to [Heelys.com](http://Heelys.com). We listened to our users and gave them what they asked for by focusing on function and customer service," says Rick Groesch, vice president of Brand Engagement for **Heelys**. "Most importantly, the new site allows our customers to easily find retailers that currently stock the new product they are looking for."

Highlights on the site include:

**PRODUCT SECTION:** With 107 different choices for men, women, and children, including 18 color choices, and more, **Heelys** simplified the user's product search by allowing them to sort by features, colors, wheel types and retailers.

**VIDEO:** The chance to be a star. **Heelys** fans can show off their best moves by making and submitting a home video. The best videos will be featured on the website.

**BUY-NOW ECOMMERCE:** **Heelys** "Buy Now" option. Online shoppers can quickly find the shoes they like and their nearest store, or be sent directly to an online retailer to make their purchase.

**STORE FINDER:** With improved Google Maps functionality, shoppers can go directly to the Store Finder and locate the store nearest to them.

**COMMUNITY:** Users can now easily connect with other **Heelys** users via [Facebook](#), [Twitter](#) and the [Heelys YouTube Channel](#), as well as submit their own videos and photos.

**SKATE 101:** Easy-to-follow-instructions include how to skate videos and the **Heelys** Playbook, which includes checklists for equipment, safe skating and the latest tricks.

**HEELYS SHOP:** A brand new feature! Users can now shop for **Heelys** Classics and replacement wheel kits available only at [Heelys.com](http://Heelys.com).

**Heelys, Inc.** designs, markets and distributes innovative, action sports-inspired products under the **Heelys** brand targeted to the youth market. The company's primary product, Heelys-wheeled footwear, is patented dual-purpose footwear that incorporates a stealth, removable wheel in the heel. Heelys-wheeled footwear allows the user to seamlessly transition from walking or running to rolling by shifting weight to the heel. Users can transform Heelys-wheeled footwear into street footwear by removing the wheel. Heelys-wheeled footwear provides users with a unique combination of fun and style that differentiates it from other footwear and wheeled sports products.

### **Forward Looking Statements**

Certain statements in this press release and oral statements made from time to time by representatives of Heelys are "forward-looking statements" for purposes of the safe harbor provisions of The Private Securities Litigation Reform Act of 1995, including in particular, statements regarding our guidance, outlook for future events, financial performance, customer demand, growth and profitability. In some cases, you can identify forward-looking statements by terminology such as "subject to," "believes," "anticipates," "plans," "expects," "intends," "estimates," "may," "will," "should," "can," the negatives thereof, variations thereon, similar expressions, or discussions of strategy. All forward-looking statements are based upon management's current expectations and various assumptions, but they are inherently uncertain, and Heelys may not realize its expectations and the underlying assumptions may not prove correct. Heelys' actual results and the timing of events could differ materially from those described in or implied by the forward-looking statements as a result of risks and uncertainties, including, without limitation, the fact that substantially all of Heelys' net sales are generated by one product, Heelys' intellectual property may not restrict competing products that infringe on its patents from being sold, continued changes in fashion trends and consumer preferences and general economic

conditions, Heelys' dependence on independent manufacturers, Heelys may not be able to successfully introduce new product categories, and additional factors which are detailed in Heelys' filings with the Securities and Exchange Commission, including the Risk Factors contained in Heelys' Annual Report on Form 10-K. Investors, potential investors and other readers are urged to consider these factors carefully in evaluating the forward-looking statements and are cautioned not to place undue reliance on such forward-looking statements. The forward-looking statements made herein are only made as of the date of this press release and Heelys undertakes no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.

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