



Heelys Announces New Product: The Hx2

CARROLLTON, Texas, Jun 24, 2010 (BUSINESS WIRE) -- U.S.-based [Heelys, Inc.](#) (NASDAQ: HLYS), announces the North American launch of the Hx2 today.

The Hx2 has two removable wheels in each shoe making it ideal for younger wearers. Not only is it easier to maintain balance, but wearers of the Hx2 do not require as much leg strength to lift up their toes to skate. As they get the hang of skating, though, the Hx2 can be converted into a [regular pair of Heelys](#) for a more challenging ride simply by removing one of the wheels.

Pop out both wheels and the Hx2 becomes a regular street shoe. The Hx2 will be available in mid-July in sizes 12C-3 at a number of different retailers, including [Zappos](#). The MSRP for the shoe is \$54.99

Two wheeled versions of [Heelys](#) have been a hit in Japan for some time. Sales last year topped 300,000 pairs, more than double the 2008 total.

"We're confident that our young customers here will find the HX2 both easy to use and lots of fun," said Tom Hansen, chief executive officer of [Heelys](#). He added, "We've had many requests from parents for our products in larger sizes, so that they can be part of the fun with their kids."

While Hx2 is aimed at a younger market, [Heelys](#) will also be producing larger sizes for adults who are kids-at-heart. Parents should watch for the debut of Hx2 coming in adult sizes this fall.

"We're making larger sizes for moms and dads who want to join in the fun and get some great exercise," said Rick Groesch, vice president of Brand Engagement at [Heelys](#). "We're more than happy to make [Heelys](#) a part of family fun times, especially when it promotes fitness and an active lifestyle as well."

[Heelys](#) Inc. is a company founded on innovation and it designs, markets and distributes its patented action sports-inspired products under the [Heelys](#) (R) brand targeted to the youth market. The Company's primary product, [Heelys](#) wheeled footwear, is a patented dual-purpose footwear that incorporates a stealth, removable wheel in the heel. Its new product, the Hx2, uses two wheels for better balance control and is ideal for younger users.

[Heelys](#) wheeled footwear allows the user to seamlessly transition from walking or running to rolling by simply shifting weight to the heel. Users can also transform [Heelys](#) wheeled footwear into street shoes by removing the wheel and replacing the heel cavities (adaptors) with heel plugs. [Heelys](#) wheeled footwear provides users with a unique combination of fun and style that differentiates it from other footwear and wheeled sports products. [Heelys](#) are sold in sporting goods and specialty stores nationwide and in more than 70 countries around the world. An [instructional video](#) on how to get started can be found at [www.Heelys.com](#).

Log on to <http://www.heelys.com> for products, videos and how to guides. Follow [Heelys](#) on Facebook - <http://www.facebook.com/heelys>, Twitter - <http://twitter.com/heelysworldwide> and YouTube - <http://www.youtube.com/heelysworldwide>.

Note to Editors: High resolution photos are available upon request.

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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6340231&lang=en>

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