



Heelys Moves at a New Speed with NANO(TM)

CARROLLTON, Texas, Jul 08, 2010 (BUSINESS WIRE) -- U.S.-based [Heelys](#), Inc. (NASDAQ: HLYS), announces the launch of the patent-pending [Nano\(TM\)](#), a one of a kind inline footboard, using [Heelys'](#) patented bracket and new 'Sole-Link(TM)' technology.

The all new [Nano\(TM\)](#) was designed in house at [Heelys](#) and works by simply removing the wheel from one of the [Heelys skate shoes](#) and snapping the patented wheel bracket into the Sole-Link(TM), like a ski or snowboard binding. For use on a single foot, the innovative board thrills the user with the same sensations and freedoms felt while slalom skiing and wakeboarding. The [Nano\(TM\)](#) lets skaters move farther, faster and longer than ever before.

"Binding a single foot to the board allows for greater freedom to jump, grind, tumble and vault over different landscapes, similar to parkour or free running. Because of the hybrid way of skating and flexibility of tricks, we have started calling the sport **FREE BOARDING**," says [Heelys](#) CEO, Tom Hansen. "The [Nano\(TM\)](#) will appeal to this new base of users and give our existing [Heelys](#) wearers another way to enjoy their [Heelys](#)."

Hansen went on to say, "We felt that it was important to allow the [Nano\(TM\)](#) to work with the more than 15 million pairs of [Heelys](#) that are already out there, that is why the [Nano's](#) Sole-Link(TM) is compatible with **ALL** Fats and Mega [Heelys skate shoes](#)."

Made with Eastman Tritan(TM) copolyester, the [Nano\(TM\)](#) is lightweight, rugged and BPA free. It measures approximately 15 inches long and 7 inches wide, and is small enough to fit easily in a backpack or in a school locker. The premier edition will sport a red translucent top and black bottom, lenticular graphic insert, and two-graphic wheels. [Nano\(TM\)](#) will be available early August 2010 at select retailers and will sell for \$79.95.

"This is the first product that [Heelys](#) has introduced that is not a shoe. The possibilities of products with [Heelys'](#) patented bracket and Sole-Link(TM) technology are endless and we look forward to more adaptations to come," said Rick Groesch, vice president of Brand Engagement. "As [Heelys](#) expands its products, we are looking for new and innovative ways to interact with our shoes. Our partnership with Eastman and All Plastics in Dallas has allowed us to create and manufacture the [Nano\(TM\)](#) right here in Texas."

Future [Nano\(TM\)](#) enhancements include additional graphic designs, wheels with lights, and different finishes for the castings.

[Nano\(TM\)](#) will not be compatible with the [Hx2](#), [Heelys'](#) recently-launched second product which features two wheels for the ease of younger skaters. [Nano\(TM\)](#) is for experienced users and rounds out [Heelys](#) product offering, making sure there is a [Heelys](#) product for nearly all ages, children and parents alike.

Want to know more? Head to <http://www.heelys.com/> to view product details, see it in action and to find a retailer near you. [Click here to see how the Nano works.](#)

Follow [Heelys](#) on Facebook - <http://www.facebook.com/heelys>, Twitter - <http://twitter.com/heelysworldwide> and YouTube - <http://www.youtube.com/heelysworldwide>.

[Heelys, Inc.](#) is a company founded on innovation. It designs, markets and distributes its patented action sports-oriented products to the youth market under the [Heelys](#) (R) brand. The company's primary product, [Heelys wheeled footwear](#), is a patented dual-purpose skate shoe that incorporates a stealth removable wheel in the heel. Its new product, the [Hx2](#), uses two wheels for better balance and control, making it ideal for younger users. [Heelys'](#) third offering, [Nano](#), ramps up the [Heelys](#) experience by giving skaters a board that links into the patented [Heelys](#) shoe bracket. This allows them to skate farther, faster and longer than ever before. Instructional videos on how to get started can be found at <http://www.heelys.com/>.

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=6353446&lang=en>

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