



Heelys Announces New Styles: Just in Time for Back to School

CARROLLTON, Texas, Jul 29, 2010 (BUSINESS WIRE) -- U.S.-based [Heelys, Inc.](#), (NASDAQ: HLYS), announces it is unveiling new styles -- just in time for back to school.

The new looks are on store shelves and are an ideal staple for any school supplies list. Ever since their debut in 2000, **Heelys** has set the standard in helping families have wholesome fun outdoors. But from the beginning, the shoes have been designed to also be a well-crafted pair of shoes. Most observers wouldn't be able to tell that the shoes are **Heelys** until the wearer points out its stealth wheel.

At costs retailing between \$49.99 and \$59.99, **Heelys'** dual purpose makes it a great value for families trying to make every dollar count. **Heelys** is a 2-in-1 product: a comfortable, stylish everyday shoe that turns into fun sports gear in seconds when you pop in the wheels.

"As with most children, my son's feet grow quickly and this growth mandates a frequent investment in new shoes," said Valerie Elizabeth, founder of Society Stylist in Dallas. "Supportive shoes are absolutely essential for a child's growing foot, so I love that Heelys has developed a quality shoe that my son can wear every day."

"More than other shoes, the support structure that **Heelys** has designed for the skates provides the extra support I want for my son's growing feet when he wears them every day," she added. "And of course my son loves that when we replace his shoes, we replace his skates."

Elizabeth's son, Braydon, walks the hallways of his school in his **Heelys** without the wheels. And in just a few minutes after classes, he transforms the shoes into skates by simply popping in the wheels.

"**Heelys** understands that with any decision, especially in today's economy, families are looking for value and want to make wise spending decisions," said Tom Hansen, **Heelys** CEO. "Our unique shoes give parents the ability to stretch each dollar and get two great products for the price of one - a fashionable, well built shoe and an athletic skate that will give kids and their families hours of outdoor fun."

"Our Back to School collection embraces new trends in colors and style while still offering our signature removable wheel in the heel," added Rick Groesch, vice president of brand engagement. "Our new styles give skaters of all levels plenty of options so they can challenge themselves with the latest tricks while also looking stylish."

Heelys back to school styles are available now at www.Heelys.com and include:

- Gray/Yellow **Double Threat** 7603 (sizing: 12 C - 6 Youth, 7-12 Men's - MSRP \$59.00)
Combining form and function, Double Threat's sleek multi-textured design and stealth wheels bring you the best of both worlds. Wear them as a cool looking pair of shoes or pop in the wheels when you're ready to have some fun.
- Black/White **Chazz** 7580 (sizing: 12 C - 6 Youth, 7-12 Men's - MSRP \$59.00)
- Purple/White **Chazz** 7578 (sizing: 12 C - 6 Youth, 7-12 Unisex - MSRP \$59.00)
Proving to be one of our most popular shoes, the Chazz showcases our love of canvas. These shoes feature an overall clean look and vulcanized soles to add a retro touch.
- Black/Gray **Karma** - 7568 (sizing: 12 C - 6 Youth, 7-12 Men's - MSRP \$59.00)
- Black/Pink **Karma** - 7569 (sizing: 12 C - 6 Youth, 7-9 Unisex - MSRP \$59.00)
Here just in time for Back to School, Karma's simple west coast styling is helping kids start this year off on the right foot.
- Pink/Black **Brooklyn II Lo** 7611 (sizing: 12 C - 6 Youth, 7-9 Unisex - MSRP \$59.00)
Brooklyn is back for an encore just in time for the back-to-school season. Featuring a sleek exterior with denim trim, this shoe will have you ready to strut your stuff in time for your first class.

Heelys is committed to responsible skating and offers a [How-To-Video](#) on the company's Web site at www.Heelys.com. **Heelys** also encourages parents to review the training materials with their kids to ensure a fun and safe skating experience. In addition to training videos and training materials, **Heelys** provides a [Responsible Skating Agreement](#) posted on the Web site for kids and parents to ensure they practice good etiquette while skating.

Visit www.Heelys.com and visit the products section to find where to buy all of **Heelys'** newest styles.

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 res photos are available as well as a line sheet upon request.

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, **Heelys 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.

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