



Heelys Sells One-Millionth Pair of Skate Shoes into Japan

Plans to Re-Launch Brand Globally for Summer 2009

CARROLLTON, Texas, Apr 27, 2009 (BUSINESS WIRE) -- Heelys, Inc. (NASDAQ; HLYS) has sold its one- millionth pair of skate shoes into Japan, through their exclusive distributor, A.G. Corporation. These sales were driven by the efforts of the A.G. Corporation and the international brand strength and continuing demand for Heelys skate shoes. Launched in 2001, Japan is one of more than 70 countries around the world where Heelys skate shoes are currently distributed.

"Heelys is so proud to be partners with Mr. Araki and the A.G. Corporation," said Heelys CEO Mike Hessong. "They were our first international distributor and have been a valued business partner of Heelys since our inception in 2001. We look forward to many successful years with them to come."

"I would like to commend Mr. Araki and his team on this very notable milestone with Heelys products in Japan," said John O'Neill, international vice president, Heelys. "This demonstrates A.G. Corporation's high quality of sales, marketing, and customer service efforts for the past eight years."

"This achievement was made possible thanks to the cooperation and business partnership of Heelys, their CEO Mike Hessong, and one of our most important customers, Toys "R" Us Japan," said Mr. Toshihiko Araki, president of A.G. Corporation. "We expect to see continued success with Heelys with our one-millionth pair and beyond."

Heelys skate shoes are poised to build on such an international accomplishment by launching an entirely new product line for Summer 2009. Driven by exciting new marketing, media, product placement and grass roots initiatives, this new line of Heelys skate shoes will further enhance the global image of the brand and continue to position Heelys skate shoes as a fashion and performance leader in sport and recreational products. The company's footwear is available in more than 10,000 retail locations throughout the U.S. and in Canada, Latin America, South America, Europe, Asia Pacific and the Middle East.

About Heelys, Inc.

(NASDAQ: HLYS)Heelys, Inc. designs, markets and distributes innovative, action sports-inspired products under the HEELYS(R) brand targeted to the youth market. The Company's primary product, HEELYS-wheeled footwear, is the 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 skating 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 information in this press release may be deemed to constitute forward-looking statements for purposes of the safe harbor provisions of The Private Securities Litigation Reform Act of 1995. These statements involve known and unknown risks and uncertainties and other factors which may cause the Company's actual results, performance or achievements to be materially different from any future results, performances or achievements anticipated in the forward looking statements. Certain of the risks and uncertainties and other factors include, without limitation, the fact that substantially all of the Company's net sales are generated by one product, the Company may not be able to successfully introduce new product categories, the Company's intellectual property may not restrict competing products that infringe on its patents from being sold, the Company's dependence on independent manufacturers, continued changes in fashion trends and consumer preferences and general economic conditions, and additional factors which are detailed in the Company's filings with the Securities and Exchange Commission, including the Risk Factors contained in the Company's Annual Report on Form 10-K filed with the Securities and Exchange Commission on March 15, 2007, available at www.sec.gov. 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 the Company undertakes no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.

SOURCE: Heelys, Inc.

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