



## Heelys(R) Expands Wheeled Footwear Line for Back-To-School 2008

### Youth Sports Lifestyle Company Rolls out Latest in Design and Color Trends

DALLAS, Aug 05, 2008 (BUSINESS WIRE) -- Heelys, Inc. (NASDAQ: HLYS), the youth sports lifestyle company and creator of the popular footwear that features a removable wheel in the heel, announces an innovative line of wheeled shoes that feature the colors and designs that kids want for Back-to-School.

This season's Heelys line highlights trendy colors, including black, gray, white, red and pink, and fashionable designs such as skull and cross bones and graffiti screen prints. Additionally, all Heelys wheeled footwear feature a removable wheel in the heel and heel plug so that style conscious students can wear his or her Heelys in school buildings and the classroom.

"For this year's back-to-school line, our goal was to develop cutting edge wheeled footwear synonymous with Heelys' innovation and quality that emphasize creative styling and colors for both boys and girls," said Don Carroll, president and CEO of Heelys, Inc. "We believe that Heelys has succeeded in developing footwear that reflects the style demands by kids this season and that allows them to select the design that best fits their personality."

The season's new styles for boys include the "Camo Bones" and the "Slash." The "Camo Bones" has a design that is loyal to Heelys' core skater style and features a wrap around skull and crossbones digital camouflage pattern. The Slash, a rock-and-roll inspired shoe, features a rocker design with a synthetic nubuck upper, graffiti screen-print and an embroidered skull patch. Molded barbed-wire detailing and a faux vulcanized construction make this shoe an innovative look for back-to-school.

The "Ninja," a popular style from last season, will be carried over for Fall 2008. It sports a rugged skate-inspired look and features high-quality synthetic suede and a leather upper with a Mega wheel attached to ABEC 5-608 bearings for high performance.

Shoes that are new for girls this season include the "Cherry Blossom," "Ivy" and "Sheer." The Cherry Blossom features a dual-color flower design embroidered onto a synthetic leather upper, while the Ivy has multi-color ivy-floral pattern that spreads from the quarter to the patent leather heel. Known for having the "Girly Skull," the "Sheer" flaunts a stylized girl skull with a pink bow and graffiti print that surrounds the quarter giving this shoe an edgier look.

Heelys is committed to responsible skating and offers a How-To-Video on the company's Web site at [www.heelys.com](http://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 contract posted on the Web site for kids and parents to ensure they practice good etiquette while skating.

The new wheeled footwear and other back-to-school footwear retail for \$80 and under. They will be featured at the 2008 World Shoe Association Show July 28 - 30 in Las Vegas.

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.

SOURCE: Heelys, Inc.

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