



Heelys(R) Rolls Out A New Look for Spring/Summer 2009

Leader in Youth Healthy, Active Lifestyles Introduces Fresh Styles for Spring/Summer '09

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, is rolling out a brand new line of popular wheeled footwear cool enough to get kids off the couch and skating this spring and summer. For the 2009 season, Heelys has seven new wheeled styles with explosive color combinations that offer the latest in comfort, technology and style.

The new line of Heelys footwear underscores the company's commitment to innovation and designing products for youth that are breakthrough, fun and inspired to get kids active and moving. The new line pays tribute to past styles while starting new trends in wheel design, color combinations and fabrication, including Sarge, Camo Bones, Tally and Daisy.

"With our Spring/Summer 2009 line we wanted to embrace the new trends in materials, colors and style while still offering a true athletic experience," said Don Carroll, President and CEO of Heelys, Inc. "Our new styles are exciting and trend-forward, and they offer skaters of all levels plenty of options, whether they want to strut the latest fashion or challenge themselves with the latest tricks."

For those that are looking for the hottest styles for the season, the "Camo Bones," with its gray/royal blue/black camo motif, the simple and clean "Sleek" and the authoritative "Sarge" in gray/black/red all offer a fun wheel in a Men's low-profile skate shoe. For girls, the multi-hued "Savvy," "Daisy" and "Tally" all fit the bill with their snappy graphics, fun colors and unique textures in synthetic suede and perforated leather.

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 contract posted on the Web site for kids and parents to ensure they practice good etiquette while skating.

The new Spring/Summer 2009 footwear was featured at the 2008 World Shoe Association Show July 28-30 in Las Vegas, Nevada.

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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