



## Heelys(R) Inspires Kids to Get Rolling this Holiday Season with New Wheeled Footwear Line

### Stylish Skating and Pop Culture Designs Get Kids Active This Holiday Season and into the New Year

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, will dazzle kids and parents with its holiday edition of its popular wheeled footwear line. For Holiday 2008, Heelys is offering three new styles, including a model with glow-in-the-dark features, and three new color combinations of Heelys most popular models to encourage youth physical activity.

Heelys are the ideal gift this holiday season. First, there are no batteries required like most "it" gifts, so kids can get outside and get skating in the blink of an eye. Also, it's a dual skate and athletic shoe, so it's like two gifts in one and double the fun! The new holiday line of wheeled footwear is sure to propel kids to new fashion heights with skater inspired, kid-friendly designs and the latest in comfort, technology and style.

"For our holiday 2008 line, we wanted to give kids an outlet to embrace their personality still encouraging them to get moving out of the house," said Don Carroll, president and CEO of Heelys, Inc. "Heelys are the perfect balance for kids' lifestyles - they need to play games and be entertained but they also need to be active, healthy and be given a way to express themselves."

Every child wants to be the first with the hottest new gear on Christmas morning and the new "Ninja" model from Heelys is sure to have their cheeks glowing. The "Ninja," Heelys' first model to offer a Mega wheel in a low-profile skate shoe, is gray/charcoal/black camo and features both a glow-in-the-dark logo and wheel, as well as a graffiti-patterned wheel and a synthetic suede upper. For those looking for more pizzazz and sass, the "Pixie" adds style, aiming for the perfect cross-over shoe. The "Pixie" has a synthetic suede upper with a large "Circle H" logo overlay and contrast embroidery.

Other new wheeled holiday footwear take cues from skating or pop culture designs. "Camo Bones" features a graffiti-style skull and cross-bone graphic design, while "Cherry Blossom" brings back blooms with everyone's favorite exotic flower for the holidays. For those girls that want that extra bit of sparkle, the "Ivy" has the faux vulcanized midsole with embroidered canvas uppers with rhinestone accents. While if you're looking for a new twist on an old style, "Sleek" is your shoe featuring a synthetic suede upper with a large "Circle H" logo overlay and contrast embroidery.

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 2009 footwear designs 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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