



## The Stars Come Out for Heelys

### Top Talent Gravitates toward the Skate Shoe at American Music Awards Suite

LOS ANGELES, Nov 19, 2008 (BUSINESS WIRE) --

Heelys, (NASDAQ: HLYS) the exciting shoe with the original removable wheel in the heel, electrified the celebrity-filled crowd to celebrate the 2008 American Music Awards in a suite presented by Connected Gift Rooms on November 16 and 17. Held at Universal Studios, the suite featured a giant-sized Heelys booth complete with a towering wall of shoes, a grind rail, a skate ramp and a professional skater, who gave lessons to stars who stopped by to pick out a pair of their own.

Flashbulbs popped as celebs such as Lance Bass, Colbie Callait, Bobby Brown, David Blue of "Ugly Betty," Isobella Miko and "Dancing with the Stars" Lacey Schwimmer and Karina Smirnoff all stopped by to take a spin on Heelys. Most celebs took to the skates quickly, and their contagious exuberance captivated the crowd, inspiring other stars in attendance to rush to the booth and find a pair of Heelys skate shoes to fit their style.

Chris Harper, director of retail marketing at Heelys explained his take on the stars' explosive reaction. "Actors and artists are very creative and spontaneous, so, naturally, they gravitate to products that provide the freedom of movement and expression that is so much a part of their lives. In addition, they understand the importance of fashion and are the driving force for what's hot." Harper went on to say, "Plus, it was fun to watch how quickly and easily they learned to skate on their Heelys and how much fun they had laughing and challenging each other."

Heelys is internationally distributed in over 70 countries. The company's footwear and apparel is available in more than 10,000 retail and sporting goods stores in 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](http://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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