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**Huffy Corporation Teams Up With Skelanimals for New Breed of Products
*New Scooter and Bicycle Combine Fun Style with Edgy Design***

(CENTERVILLE, OH) April 26, 2010 – Huffy Corporation has introduced a new bike and in-line scooter showcasing the company’s latest licensing agreement with Skelanimals. Huffy Corporation markets and distributes bicycles and other products bearing the Huffy brand, the most widely recognized consumer brand in the bicycle industry. Now the endearingly quirky Skelanimals characters will take to the streets together with the cycling icon.

“Girls from elementary through high school have fallen in love with the Skelanimals characters and products. The interest in Skelanimals is exploding,” said Ray Thomson, Vice President of Marketing for Huffy Corporation. “Huffy’s new licensing agreement gives us a chance to create a great looking bike and in-line scooter with the same Skelanimals characters and color scheme girls already know and love.”

The Huffy 20-inch girls’ bicycle has a special Skelanimals handlebar bag in addition to the vibrant pink and black padded saddle, pad set, and bright pink rims. The in-line scooter features an aluminum deck, easy folding button mechanism and four-color grip tape deck with full design.

“Skelanimals are all about having fun,” says Cindy Bailey, Co-CEO of Skelanimals, “And what’s more fun than riding around with your friends? Thanks to our partnership with Huffy, we’ve created a bike and scooter that are extremely unique and innovative in design. We couldn’t be more pleased with the final products.”

The Huffy Skelanimals bicycle is currently available at Toys ‘R’ Us with other retailers adding it soon. The retail price is approximately \$99.99. The Huffy Skelanimals in-line scooter will be available at retailers with an approximate retail price of \$59.99.

For more information on Huffy and its new line of Skelanimals products, visit <http://www.huffy.com>.

About Huffy Corporation

Huffy Corporation is a private company with more than a hundred years of experience in the bicycle business. Its bikes are hallmarks of innovative design, high-quality components, proven durability and time-tested performance. The company offers products for all ages from tricycles, scooters and children’s bicycles to BMX, mountain, cruiser and commuter bikes. For more information, visit: <http://www.huffy.com>.

About Skelanimals

Skelanimals, LLC. is a partnership between award-winning brand development and licensing agency Art Impressions, Inc. and Skelanimals creator Mitchell Bernal. Art Impressions is known for its ability to develop retailer-focused, broad-based lifestyle programs for artists, designers and celebrities. For further information, visit www.skelanimals.com and www.artimpressionsinc.com.

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