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SAFETY ALWAYS A PRIORITY WHEN HOLEYS CREATES LIFESTYLE PRODUCTS

April 18, 2008 – The Japanese Ministry of Economy, Trade and Industry has requested manufacturers of soft resin sandals to improve their products to avoid future escalator incidents.

Holeys (formerly Holey Soles), a manufacturer and distributor of lifestyle products states that safety has been a high priority when developing new products over the last several years. As an example, Sole-tek, our new thermo rubber tread creates a more rigid and slip resistant shoe which is less likely to get caught in escalators.

“Our products are designed for people that embrace positive active lifestyles.” states Joyce Groote, President & CEO of Holeys. “Our priority is to consider safety and functionality when innovating new products.”

Some of Holeys other safety features in footwear include:

- *Fit:* Holeys has designed their footwear with a narrower fit. By contrast, some of the clogs on the market are more floppy and loose fitting.
- *Round edges on the side and base of footwear:* the sleek designs of the Critters Clog, XP2 and Getaway models are less prone to be pinched or caught by the edges of escalators.
- *Closed Toe Ends:* openings are removed from the forefoot to protect toes from debris such as rocks, broken glass or sticks. This also prevents toe exposure on escalators & protects the toes when footwear is stubbed against rocks or ledges.

Holeys has developed an entire children’s product line, Critters by Holeys. This fun line embodies positive social values, community involvement and safety. The Critters line will include marketing campaigns related to Kids Safety and key messages will be seen at point of sale as well as advertising.

While Holeys is constantly innovating to create safe products, they also caution parents to take extra care with their younger children on any escalator, regardless of what they are wearing. A number of things can get caught in escalators such as shoelaces, long jeans, and long hair. It is recommended to pick children up when going onto an escalator or getting off.

Holeys also supports the Japan Elevator Association which has guidelines promoting the use of lubricants when maintenance work is carried out on escalators. A survey, carried out by the National Institute of Technology and Evaluation (NITE), an independent administrative institution, has singled out escalator maintenance issues, including the failure to use lubricants as part of the problem.



About Holey

Holey (formerly Holey Soles) is a privately-owned Canadian lifestyle products company headquartered in Vancouver. It is a success story in its own right which grew from a garage in 2002 into the international company that it is today with distribution in over 40 countries. Holey has a diverse innovative product line that includes shoes and accessories. It continues to grow at an amazing pace.

Holey Soles rebranded to Holey in 2008 in order to reflect its "Play with Attitude" culture that believes in having fun and giving back. As part of its community work, Holey has donated to efforts such as the Tsunami in Thailand and victims ravaged by Hurricane Katrina. More recently, Holey donated an astounding 100,000 pairs of shoes to Soles4Souls, an organization which distributes much needed shoes to third world countries.



Holey will be starring on the feet of Mike Myers in his next premiere movie release "The Love Guru" out in theatres soon.