



Contact:
Blake Matthews
Brunner PR
412-995-9604
bmatthews@brunnerworks.com

**Huffy Corporation Announces Bill Smith as President and CEO
Smith to Bring New Vision, 25 Years of Industry Experience to Huffy**

(CENTERVILLE, OH) April 26, 2010 – The Board of Directors for Huffy Corporation recently announced the appointment of Bill Smith as President and Chief Executive Officer. Huffy Corporation markets and distributes bicycles and other products bearing the Huffy brand, the most widely recognized consumer brand in the bicycle industry. Smith has provided strategic leadership and strong operational experience at Huffy Corporation leading the Company's successful return to profitability after emerging from bankruptcy in 2005, particularly in the areas of sales, marketing, merchandising and long-range strategic planning.

Smith joined the Huffy organization in 1993 as Director of Marketing, during which time he expanded the brand's product lines with the introduction of scooters, tricycles and other products as well as launching the Company's successful line of licensed products. Smith's leadership skills and the development and implementation of successful strategies led to numerous leadership positions, eventually landing him the position of Chief Operating Officer in 2008. At Huffy, Smith excelled in managing the daily operations of the Company as it continued to meet or exceed each of its strategic initiatives.

As President and CEO, Smith looks forward to building on the great history Huffy has to offer, particularly with today's adults who like Smith, grew up with a Huffy bicycle. He works closely with the executive staff to optimize success throughout the Company in order to achieve a wide range of long-term goals. To strengthen the Company and expand its consumer reach, Huffy has launched a number of initiatives including new products, consumer promotions, supplier development and a new 200,000 sq. ft. west coast distribution center.

"Huffy's rich history continues today, in part, due to the great memories created by our products," said Bill Smith, President and CEO of Huffy Corporation. "Like so many, I still remember my first Huffy® bike and the great times I had on it. Huffy has a long history of providing fun and recreation for millions of families. It is a great Company with great employees dedicated to our continuing success. I am very proud to lead Huffy Corporation and growing this venerable brand as the #1 provider of family bikes".

For more information and news regarding Huffy, 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>.

###