

R E S O L U T I O N

1 WHEREAS, Texas has become a popular home for new media
2 enterprises, and Nice Kicks of Austin is one such company that
3 represents a remarkable success story; and

4 WHEREAS, Founded in 2006 by Matt Halfhill, Nice Kicks began
5 as a WordPress blog providing shoe enthusiasts with historical
6 background about sneakers, as well as accurate and up-to-the-minute
7 news about their current development and release; within a year,
8 NiceKicks.com had broken many important stories and been cited by
9 such major media outlets as the *Washington Post*, the *Wall Street*
10 *Journal*, and the Associated Press; and

11 WHEREAS, From its humble beginnings in Mr. Halfhill's spare
12 bedroom, Nice Kicks has grown into one of the most respected sources
13 of sneaker information on the web, reaching 2.5 million viewers
14 each month; moreover, the business now includes both a physical and
15 an online retail store; the enterprise has expanded its staff along
16 the way, creating more than 20 jobs; and

17 WHEREAS, The innovative spirit of Texas web entrepreneurs is
18 second to none, and Mr. Halfhill and his team at Nice Kicks may
19 indeed take great pride in their exceptional endeavor; now,
20 therefore, be it

21 RESOLVED, That the House of Representatives of the 83rd Texas
22 Legislature hereby congratulate Nice Kicks for its achievements and
23 extend to Mr. Halfhill and his staff sincere best wishes for
24 continued success; and, be it further

H.R. No. 2453

1 RESOLVED, That an official copy of this resolution be
2 prepared for Nice Kicks as an expression of high regard by the Texas
3 House of Representatives.

Longoria

H.R. No. 2453

Speaker of the House

I certify that H.R. No. 2453 was adopted by the House on May 24, 2013, by a non-record vote.

Chief Clerk of the House