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**World Shoe Association and Two Ten Foundation Kickoff the  
WSA Show with Tim McGraw Benefit Concert**  
*“Shoe Party” Event to Benefit Two Ten Footwear Foundation*

**Newport Beach, CA — October 26, 2004** — The World Shoe Association (WSA), producers of the largest footwear trade shows in The Americas, and the Two Ten Foundation, a non-profit organization focused on the footwear industry, today announce the “Shoe Party” benefit event, highlighted by a concert with country music sensation Tim McGraw.

The concert kicks off the ultimate, must-attend tradeshow for the footwear industry and occurs on Saturday, February 5 at the 7,000-seat Aladdin Performing Arts Center. For the first time, a portion of the “Shoe Party” ticket proceeds will be donated to the Two Ten Foundation to provide financial assistance to needy people within the footwear industry for counseling, retraining, and scholarships.

“This high-profile evening sets the stage for a new partnership between WSA and the Two Ten Foundation, and brings a great cause to the forefront,” said Diane Stone, COO of the World Shoe Association. “The Two Ten Foundation is built upon a basis of caring and serving the footwear community. Since the WSA is the Foundation’s leading corporate supporter, we are thrilled to partner on this larger-than-life event to help advance their cause.”

“Through our partnership with the WSA, we are able to bring our message to the largest footwear event in The Americas, where we can reach the top decision-makers in the footwear industry,” said Peggy Kim Meill, president of the Two Ten Foundation. “We are very excited about our concert affiliation, and look forward to helping make the February event, the best show in the WSA’s history.”

Attendees will enjoy a night of entertainment with Tim McGraw at WSA's Opening Night “Shoe Party,” the industry's premier social forum. With a decade-long hot streak that encompasses 19 Number One singles, six multi-platinum albums, sales of over 25 million albums, and an enduring status as one of country music's most popular and respected performers, Tim McGraw will deliver an effortlessly soulful performance.

The February WSA Show takes place in Las Vegas February 5-8, 2005, drawing more than 26,000 participants. The show features 1,600 exhibitors showcasing more than 6,000 brands throughout the Mandalay Bay Convention Center, the Sands Expo Center and The Venetian.

#### **About the World Shoe Association (WSA)**

The WSA is the largest association serving the footwear trade. WSA presents the WSA Shows, the premier marketplaces for the footwear industry in The Americas, twice a year providing a forum for the entire footwear industry to connect manufacturers and buyers, showcase designer brand fashions, evaluate trends, and discover what is new in footwear styles, accessories, handbags, and foot care products. With more than 26,000 participants and 6,000+ key brands from all over the world covering 1.6 million square feet of space, the WSA Show is the *must-attend* for footwear and accessory professionals. For more information about the World Shoe Association or the WSA Show, visit [www.wsashow.com](http://www.wsashow.com).

#### **About Two Ten Foundation**

Since its inception 65 years ago, Two Ten Footwear Foundation has made a difference in the lives of people in the footwear industry. It is built upon a foundation of caring, serving the footwear community through social services and educational programs. For further information, visit the Two Ten website as [www.twoten.org](http://www.twoten.org).

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