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**The World Shoe Association Launches Aggressive Marketing Campaign,
Hires Public Relations Agency**

WSA Selects PAN Communications to Provide Strategic Media Outreach Services

Newport Beach, CA — November 9, 2004 — The World Shoe Association (WSA), producers of the largest footwear trade shows in The Americas, announces the selection of PAN Communications, an award-winning public relations firm specializing in fashion, consumer products and tradeshow, to provide strategic public relations support for its upcoming WSA Show events. This is a key step in the WSA's aggressive and newly-implemented marketing program.

PAN Communications will enhance public relations initiatives and create new avenues to increase awareness and generate excitement for the WSA tradeshow. The agency will help build strong press attendance for via aggressive media outreach, partner with the WSA to help increase its buyer audience by promoting the advantages of attending, and complement the association's efforts by leveraging media opportunities that will foster positive exhibitor relations.

"A well-messaged and managed public relations and media outreach program can produce impressive results," said Diane Stone, COO of the World Shoe Association. "In my 20+ years organizing tradeshow, I have harnessed the power of a strong media relations program many times to create excitement, awareness and that indefinable 'buzz' that reminds us that this is 'show business' and the place for an industry to shine. The PAN team, consisting of tradeshow and fashion specialists, will provide us with the global press program we need to implement our vision, and will help compliment our marketing initiatives. We look forward to a lengthy and successful partnership," continues Stone.

"Throughout our ten years, we have proven ourselves a results-driven firm which has helped us to continue attracting leading organizations such as the World Shoe Association," said Philip A. Nardone, Jr., founder and president of PAN Communications. "PAN looks forward to producing additional excitement for the WSA events via a strategic media relations program. Further, this particular show has been the envy of every fashion- and consumer-minded PR practitioner for years. We're thrilled the WSA team chose PAN to help elevate its brand."

The February WSA Show takes place in Las Vegas, NV February 5-8, 2004, drawing more than 26,000 attendees and top designers in the footwear manufacturing industry. The show features 1,600 exhibitors showcasing more than 6,000 brands throughout the Venetian, Mandalay Bay Convention Center and the Sands Expo Center.

About World Shoe Association

World Shoe Association (WSA) serves the largest footwear trade market in North America, and produces the WSA Show, the premier footwear event in the Americas. The event, held twice annually, provides a forum for the entire footwear industry to connect with existing customers, showcase designer brand fashions, meet buyers, 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 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.

About PAN Communications

PAN partners with its clients to build focused, effective public relations strategies that draw on our media network. Our account teams are passionate and knowledgeable. As a result, clients receive maximum impact in front of the right audiences. From strategic guidance to the day-to-day big hits, PAN is dedicated to increasing our clients' visibility, market share and profits. As a mid-sized, independent firm celebrating its 10th anniversary, PAN fosters a unique culture of teamwork along with a tradition of process, focus and quality. To learn more about PAN, visit www.PANcommunications.com.

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