

Media Contacts:

Christina Morris/Ann Shannon

PAN Communications for the WSA

978/474-1900

wsa@pancomm.com

**Music Icon Stevie Wonder To Headline
World Shoe Association's Benefit Concert**

**22-Time Grammy Winner Continues WSA &
Two Ten Footwear Foundation's Superstar Tradition August 4**

Newport Beach, CA — April 15, 2005 —The World Shoe Association (WSA), producers of the premier footwear industry trade shows in The Americas, and the Two Ten Foundation, the non-profit organization focused on the footwear industry, today announced the August 2005 "Shoe Party" benefit concert will feature legendary performer, R&B and popular music icon, Stevie Wonder.

The Opening Night concert highlights the opening night of the ultimate, must-attend WSA Show for the footwear industry on the first day of the WSA Show, Thursday, August 4, 2005, at the 7,000-seat Aladdin Performing Arts Center in Las Vegas. A portion of the "Shoe Party" ticket proceeds will be donated to the Two Ten Foundation to provide financial assistance to those in need within the footwear industry.

"This legendary evening brings continued partnership between WSA and the Two Ten Foundation to life, and brings a tremendous 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, it is our goal not only to continue as the largest single donor ourselves, but to create a platform at our shows to raise even more money for Two Ten and its programs.

"Through our partnership with the WSA, we're able to bring our message to top decision-makers in the industry at the largest footwear event in The Americas," 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 August event the best ever in the WSA's history."

Attendees will enjoy a night of entertainment with Stevie Wonder at WSA's Opening Night "Shoe Party," the industry's premier social forum. Stevie Wonder, the American Icon and Rock & Roll Hall of Fame inductee, whose career has spanned over four decades, selling 72 million albums with 37 #1 singles, including 19 Grammy Awards, one Oscar, a Golden Globe and numerous American Music Awards and Soul Train Music Awards, will deliver an absolutely legendary performance. "Since Stevie Wonder no longer tours, but only does private performances such as this one, we are providing a rare treat for the footwear industry," stated Stone.

The August WSA Show takes place in Las Vegas August 4-7, 2005, drawing more than 30,000 participants. The show features 1,600 exhibitors showcasing more than 6,000 brands

at the Mandalay Bay Convention Center, the Sands Expo Center and nearly 350 suites at The Venetian.

To secure tickets to this event, retail buyers, industry executives and exhibitors can visit the WSA web site. "We expect to sell out this year, so book your tickets early," closed Stone.

About the World Shoe Association (WSA)

The WSA is the largest association serving the footwear trade and hosts the WSA Shows, the premier marketplaces for the footwear industry in The Americas, twice a year. The WSA shows provide the 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 30,000 participants and 6,000+ key brands from all over the world covering 1.9 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 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.

###