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For Immediate Release

WORLD SHOE ASSOCIATION BUILDS MOMENTUM WITH POSITIVE FEEDBACK FROM EXHIBITOR TESTIMONIALS AND WSA POST-SHOW SURVEY

Expanded Presence of Buying Groups, Tactical Business Seminars, Comprehensive Preview of Fashion Trends and Personalized Exhibitor Service Confirm WSA Leadership in Global Marketplace; Next WSA Show slated for February 10-13, 2006

ENCINO, Calif, November 10, 2005 – WSA, host of the largest and most comprehensive marketplace for the global footwear and accessories industry today reports that results obtained from the most recent WSA post-show third-party survey demonstrate an average of 86% of the 1600 total exhibiting companies and 34,600 total show attendees were highly satisfied that the show either met or exceeded their primary business objectives. Several long-time WSA Show exhibitors, such as Atsco Brands, attributed increased appointment bookings and booth traffic to the proactive service levels of the WSA Show team. Additionally, over 90% of first-time attendees stated that finding new resources, placing orders, and forming strategic alliances made the show a critical industry event to attend.

“Diane Stone and her team have definitely made the WSA Show one of the most exhibitor-friendly shows that I have ever been a part of,” said Chris Langathianos, marketing manager, Atsco Brands. “While Atsco does offer athletic footwear silhouettes, our look is more “fashion athletic” and hence our customer base skews to females. This past show, WSA suggested a relocation of our booth to a more female-oriented venue which dramatically improved our walk-in traffic and gave our brands, such as KangaROOS, the greatest exposure to our target prospect. Our appointment schedule increased by almost 75%.”

Jennifer Weiderman, VP of marketing for Keds, added, " Because of Keds' strong athletic heritage it made sense for us to move from Mandalay Bay to the Sands Convention Center. The

WSA show team worked closely with us to find a new booth location in a high traffic area with the other athletic brands at the Sands."

The most recent WSA Show introduced several new business tools to help attendees increase their bottom line including the Footwear and Accessories Business Conference, Style Talk Sessions with key designers and fashion editors, and Fashion Footwear Focus, featuring a live model fashion forum. Daily Trend lunches covered current topics such as "A Passport to Europe: Women's Trends for 2006" and "Key Insights into Today's Footwear Consumer and Color and Trends for Spring/Summer 2006". And, as a value-added benefit for the first time, attendees learned about critical industry trends through WSA Show sponsored presentations given by seasoned industry executives.

"Our sales at WSA were up 22% from last year which clearly exceeded our expectations," said Paul Schreiber, president of Latico Leathers. "More people are turning out for WSA simply because they don't need to go to another show. We couldn't match these kinds of sales results anywhere else."

Nearly 6000 brands were represented at the most recent WSA Show. The Collections at WSA, a specialty venue at the WSA Show for luxury brands and designers to showcase their new footwear and accessories lines, saw a growth of 100 brands from the prior show, and was the top show destination with a reported 84% of attendees paying a visit. Designers included luxury footwear and handbag brands such as Barbara Bui, Coach, Courtney Crawford, Etro, Isabella Fiore, Alexandra Neel, Sergio Rossi, Richard Tyler, John Varvatos, Stuart Weitzman, and Guiseppi Zanotti, among many others.

"The WSA Show is crucial to the success of our business; it's how we create our business direction," said Adrian Cordova of Diego Di Lucca. "When our customers come to our suite, they experience the Diego Di Lucca environment and get a true feel for our company and products."

The next WSA Show, including The Collections at WSA, will take place February 10-13, 2006 in Las Vegas. The event will be held in three venues - The Las Vegas Convention Center-South Hall, the Sands Exposition Center and The Collections at WSA at The Venetian. Registration is free to qualified buyers and available online at www.wsashow.com. Registration information is also available at (888) 62-SHOES. The deadline for pre-registration is January 20, 2006.

Renowned R&B group Earth, Wind & Fire, and the legendary rock band Chicago will headline the

traditional WSA Shoe Party concert benefiting The Two Ten Foundation on February 10, 2006, the opening night of the show. Tickets are priced at \$60 each and can be ordered online by registered industry professionals, including retail buyers, exhibitors and executives at www.wsashow.com.

About the World Shoe Association (WSA)

The WSA is the largest association serving the footwear trade. Twice a year in Las Vegas, it hosts the WSA Show, the largest and most comprehensive marketplaces for the footwear industry in the world. The WSA Shows provide a forum for footwear manufacturers, buyers and others allied to the footwear industry to showcase and review designer brand fashions and learn about other related products. With more than 35,000 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* event for buyers of footwear, accessories and others allied to the industry. For more information, please visit www.wsashow.com.

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