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Top Exhibitors Ready Plans for WSA Show

Highlights for February Event to Include eBay Retailer Sessions, Top Designer Q & A Seminars, and a Fall Fashion Preview

Newport Beach, CA — Jan. 18, 2005 — The World Shoe Association announced today that product displays from the world's most popular footwear and accessory manufacturers, as well as eBay retailer sessions, designer Q & A's, and a FashionFacts Folio, which will provide an outlook into Fall's ready-to-wear trends, will take center stage at the upcoming WSA Show Feb. 5-8, 2005 in Las Vegas, Nevada. The event will feature 1,600 exhibitors from all over the world, and offer buyers a unique preview of the styles and trends that will captivate consumers for the upcoming fall and winter seasons.

"Our goal is to bring buyers the most compelling assembly of product and industry leaders," said Diane Stone, COO of WSA. "We are committed to continually raising the bar and providing the most effective and efficient exhibitor and buyer experience that delivers results. Exhibitors and attendees at our show understand the need to stay ahead of trends and see what is new to the market. The WSA provides that venue in one place at one time earlier any other major market. Traditional brands and emerging footwear companies alike know the WSA Show is a *must-attend* event for networking and doing business in this part of the world."

The event continues to draw top-notch exhibitors including: Donald J. Pliner, Nicole Farhi, Lulu Guinness, Nine West, H.H. Brown, The Clarks Companies, Brown Shoe, Tommy Hilfiger, Ralph Lauren, UGG, Dr. Martens, SKECHERS, Keds, Timberland and many more. Thousands of industry leaders representing the key brands that drive the global footwear and accessories business will converge in Las Vegas in February to showcase and unveil the newest fashions and hottest products.

According to Michael Greenberg, president of SKECHERS USA, Inc, the WSA Show is *the* place to be. "SKECHERS has continually exhibited at WSA's Shoe Show since our inception more than a decade ago. As we have grown, we have grown our space at WSA to one extensive SKECHERS booth with three satellite exhibits. The Shoe Show has always been, and we believe will continue to be, the No. 1 order writing show for SKECHERS," declared Greenberg.

Unique WSA Show conference highlights include:

eBay Retailer Sessions – How to Profit From Clearance Items

Attendees will learn how to get more from their inventory and how to move clearance items more swiftly. eBay sells more than 80,000 pairs of shoes and in excess of 44,000 handbags each and every week. These sessions represent an opportunity to target a captive audience

of 100 million users while suggesting a game plan to set you on the road to profit from your clearance items.

Top Designer Q & A Seminars

Top industry designers from the Women's High Fashion, Urban Youth and Euro Men's markets will share insights and forecasts while previewing fall footwear. The attending media, retail buyers and invited guests are able to interact by asking questions and sharing information among themselves. This occasion to learn from the industry's best and brightest, represents a unique and worthwhile opportunity.

Fashion Facts Folio: Fall Preview

Ellen Campuzano, Publisher of *fashionFACTSfolio* will offer attendees a comprehensive overview of Fall's ready-to-wear trends with a special focus on footwear. From color and styling to key concepts, this footwear stylist reports what your retail store should be buying for the Fall season, how to market and match the trends and upsell clients with the Fall's top offerings. In it's third year, the Fashion Facts Folio is the must attend for the retailer who needs the designer touch.

About the World Shoe Association (WSA)

The World Shoe Association 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.

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