

Media Contacts:

Christina Morris/Ian Stanton
PAN Communications for the WSA
978/474-1900
wsa@pancomm.com

**WORLD SHOE ASSOCIATION TO DEBUT FOOTWEAR FASHION FOCUS –F3
AT FEBRUARY WSA SHOW**

NEWPORT BEACH, CA – FEBRUARY 5, 2005 – The World Shoe Association (WSA), producers of the largest footwear trade shows in the world’s largest footwear market, announced the debut of Footwear Fashion Focus- F3 at the February 2005 Show in Las Vegas. F3 will showcase the newest footwear trends, styles and colors coming for the Fall/Winter season.

F3 platforms will feature models displaying the latest collections from the most prestigious brands in the industry. Models will rotate every 15 minutes providing buyers a steady flow of fashion in the main aisles of the Mandalay Bay and Sands Expo Centers. By placing F3 in the heart of the show, all buyers have the opportunity to see what’s new during their visit, ask models questions and see more lines from vendors all on the same floor as the event.

“Fashion shows were the most requested feature Buyers wanted added to improve their WSA Show experience. This novel approach of bringing fashion to the buyer vs. buyers to the fashion show will bring brands out of the “booth” and extend buyers exposure to brands they may not normally see,” reports Diane Stone, Chief Operating Officer of the World Shoe Association.

F3 participants include **Alpha Industries, Charles David, Deckers Outdoor Corporation, Esprit, Irregular Choice, Kenneth Cole New York, Naughty Monkey, Report, Stride Rite/Keds Corporation and Tatu** F3 will take place at the Sands Expo, Level Two, Saturday, February 5, 2:30 pm and 5:00 p.m. and Monday, February 7, 2:30 p.m. Presentations will occur at the Mandalay Bay Convention Center, Second Floor, Saturday, February 5, 8:30 am and 11:00 am, Sunday, February 6, 8:30 am, 11:00 am, and 1:00 pm, and on Monday, February 7, 9:00 am and 11:00 am. F3 schedule will be featured in the official World Shoe Association dailies and on signage throughout the Sands Expo Center and Mandalay Bay Convention Center.

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. These twice a year events 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 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 additional information, please call 949. 851. 8451 or log onto www.wsashow.com.

#