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**WSA SHOW KICKS OFF IN STYLE ON DAY ONE OF WORLD'S LARGEST FOOTWEAR,
ACCESSORIES AND HANDBAG MARKETPLACE**

***GPS Enabled Footwear, Vegan Friendly Styles, Glitter, Faux Fur and
Handcrafted Fabrics Grace Show Floor***

LAS VEGAS (February 10, 2006) – Celebrities, national media, retailers, manufacturers and designers flocked to the halls of the Las Vegas Convention Center and the Sands Expo Center today for the opening of The WSA Show, the world's largest footwear and accessories show. Thousands of attendees saw a preview of next fall's hottest trends and fashions in footwear and accessories as WSA kicked off its twice per year show. The aisles of the show sparkled with crystal, embroidery, metallic and fur accents, expanding its presence from fashion brands into kids and lifestyle categories.

"This year's event is abuzz with excitement as Jessica Simpson appears at her booth to meet retailers and support her line and attendees experience the excitement of the new fashions for the fall '06 season," noted Diane Stone, chief operating officer for the WSA show. "Celebrities are recognizing the power of their personal brands and the various opportunities to extend those brands in the fashion industry. If Day One is any indication, we are off to a great start."

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First-day events included a luncheon presentation by Marshal Cohen, chief retail analyst of NPD Group, entitled, "Key Trends into Today's Fashion." According to Cohen, footwear categories experiencing double digit growth in the footwear industry this year include kids, kids fashion, leisure, dress casual and hiking. Cohen prompted retailers and manufacturers to rethink current marketing strategies and create emotional connections with consumers to address their individual lifestyle needs as well as buying habits. Cohen urged manufacturers and retailers to keep an eye on the baby boomer segment, where sales growth projected through 2010 will increase by 9% for boomers aged 35-54 and 12% for 50-60-year-olds.

High technology crossed over into the fashion world, as the first GPS location-reporting platform for footwear was launched today at The WSA Show. The size of a matchbox, the GPS module continuously tracks the wearer's location and movement. Specialized packages are being developed for caretakers of children, Alzheimer's victims and law enforcement agencies.

National media covering the show today included major business outlets such as CNBC, Associated Press, Reuters and *Financial Times*. Lifestyle and consumer press in attendance included Entertainment Tonight, E! News, Extra, *People*, *InStyle* and *Glamour*.

From February 10-13, the WSA Show will draw over 34,000 attendees, representing over 6,000 brands. Attendees include designers, manufacturers, retailers and national media. In addition, luxury high-end footwear and accessories designers will be showing off their lines at The Collections at WSA, displaying styles appearing on fashion runways around the globe.

For more news and highlights from the show's first day, please visit: www.wsashow.com or www.thecollectionsatwsa.com.

About the World Shoe Association (WSA)

Twice a year in Las Vegas, WSA simultaneously hosts the WSA Show, the world's largest and most comprehensive marketplace for the footwear industry, and The Collections at WSA, the world's largest luxury footwear event. Featuring over 6,000 brands and over 34,000 participants, these combined events offer an unmatched opportunity for manufacturers to showcase their products and for buyers to discover the latest trends. The WSA Show is the *must-attend* event for anyone involved in the footwear and accessories industry. For more information, please visit www.wsashow.com or www.thecollectionsatwsa.com.

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