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**WSA SHOW LINE-UP OF FOOTWEAR EXPERTS REVEALS MARKET, FASHION
AND INDUSTRY TRENDS ON DAY TWO**

*adidas Chairman and CEO Herbert Hainer Presents Industry
Insights Via Satellite*

Designer Steve Madden Headlines the WSA "Style Talk"

LAS VEGAS (February 11, 2006) – The second day of the WSA Show, the world's largest footwear and accessories show, provided high-level insights and commentary from a who's who of the footwear industry including Herbert Hainer, adidas chairman and CEO and designer Steve Madden. Industry CEOs and experts in finance, fashion and design tackled topics affecting the industry including transient trends, market conditions and fashion must-haves.

"There is no other event in the footwear industry that delivers direct access to the caliber of experts we featured here today at the show," said Diane Stone, chief operating officer of the WSA. "Presenting these leader's insights within the context of the show's offering of nearly 6,000 brands dramatically enhances the experience for all who attend."

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Today's Style Talk featured a presentation by colorful fashion designer Steve Madden, who offered candid comments about his company and collection in an interview-style give-and-take with Lawrence Zarian, the TV personality known as "The Fashion Guy," who appears on Extra!, Live with Regis and Kelly and The Today Show. Madden advised designers to get to know the retail business before jumping into the industry. His predictions for Fall '06 included an emphasis on flats and sneakers, enabling his company to cater to the growing, older demographic in the U.S.

WSA and Susquehanna Financial Group's top industry analyst, John Shanley, today hosted the Global Strategic Footwear Forum at the WSA Show. An impressive line-up of industry leaders shared high-level insights about their companies and offered advice on meeting the challenges of the global marketplace. In lively question and answer sessions after each presentation, attendees from the manufacturing and retail sectors seized the opportunity to query forum speakers about hot industry topics. Speakers included: Marshal Cohen, chief industry analyst from NPD Group; Chairman and CEO of adidas, Herbert Hainer (appearing from Germany via satellite); Rob Langstaff, president of adidas America; Ron Fromm, CEO of Brown Shoe; Diane Sullivan, president of Brown Shoe; Joe Wood, president, Famous Footwear; Matt Serra, CEO, Foot Locker; Killick Datta, chairman and CEO, Global Brand Marketing; Jay Levitt, former president and CEO, May Merchandising Company; Mark Lemond, president and CEO, Shoe Carnival; Robert B. Tucker, president and CEO, The Shoe Show; and Tim O'Donovan, CEO, Wolverine World Wide.

"The speakers at the Global Strategic Footwear Forum delivered lively and insightful presentations," said Skip Farber, CEO of WSA. "The moderator, John Shanley, was charismatic throughout, and masterfully orchestrated the thought-provoking interactions with the media, retailers, analysts and investors in the audience."

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Ellen Campuzano of *Fashion Facts Folio* provided show attendees with predictions of top color and accessory trends for Fall '06. According to Campuzano, black is back as an important core color for next season, as well as "fade to black" colors such as gray and taupe. Victorian-style lace-up boots with velvet and satin accents will be a must-have for next fall. Another footwear essential will be the suede flat boot. Once a weather-driven consumer choice, boot purchases are now fashion-driven.

This week's 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.

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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