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THE WSA SHOW DEBUTS NEW WEBINAR SERIES TO HELP INDEPENDENT FOOTWEAR RETAILERS GROW

Valuable Tools and Information in a Convenient Online Format Expands the Show's Impact Year Round

Encino, Calif. (January 04, 2008) – The WSA Show, the world's largest and most comprehensive footwear and accessories show, is providing 360 degree unparalleled resources to its retailers year round through a new webinar series created by the Retail Relations team. Participants will benefit from timely programs, information, and education, designed to help them grow their businesses.

Targeted to retailers of all sizes, the webinar series will offer invaluable information and tools needed to run a business more efficiently, increase company growth, provide insight on gaining an edge on industry competition, and foster an open dialogue and networking opportunities between retailers around the nation. Each webinar is approximately one hour long and includes an interactive Q&A portion with the session's guest speaker.

"The WSA Show strives to provide programs, services and tools for our partners throughout the year, extending our knowledge and impact far beyond our presence in Las Vegas," said Diane Stone, chief operating officer, The WSA Show. "Connecting people with the product is our passion, and seeing the success of these webinars so early on confirms that we are viewed as one of the most esteemed, comprehensive footwear and accessories resources available today."

"Participating in The WSA Show's webinar program was extremely informative and instrumental in helping us network with some of the top retailers in the footwear and accessories industry around the country," said Nicole Jones, president, Sensual Steps Shoe Salon. "We engaged in sharing information relative to our business as well as suggestions to help us make improvements. Additionally, we had the opportunity to discuss the new upcoming fashion trends which will certainly help us build our brand and continue to grow."

The next webinar, "The Art of the Sale," will take place on January 10, 2008 and will feature guest speaker Mercedes Gonzalez, director, Global Purchasing Companies, a full service buying office that helps merchants and new designers plan and implement retail strategies. Topics will include:

- Finding, interviewing & training the right employees
- How to establish store policies & procedures
- Learn how to create an employee handbook
- The 5 steps to making a sale
- How to keep a positive working and shopping environment

For more information on upcoming webinars, and to register, please email buyer@wsashow.com or cboehm@wsashow.com.

About The WSA Show

The WSA Show is the world's largest and most comprehensive footwear, handbags, and accessories marketplace, offering a 360-degree viewpoint of the footwear industry. The twice-yearly event in Las Vegas attracts more than 37,000 participants from 95 countries in 2.1 million square feet of space. The Collections at WSA, an exclusive premium footwear and accessory show within The WSA Show, features hundreds of luxury footwear, handbag and jewelry designers from around the globe in an exclusive upscale setting. Materials at WSA, launching in Las Vegas in February 2008, alongside The WSA Show, will further expand the breadth of this industry marketplace to include the supply chain by focusing on materials, design, components, technology and sourcing alongside the finished product, becoming easily accessible to brand and retail leaders. For more details, please visit www.wsashow.com.

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