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THE BOX WILL SIZZLE AT THIS SUMMER'S WSA SHOW

A Platform for the Latest in Footwear and Handbags from Velvet Angels, Tracy Reese, Poetic Licence, Boutique 9, Nude Footwear and Many More

ENCINO, Calif. (July 27, 2009)—Back and better than ever for this summer's WSA Show July 31–August 2, The Box at WSA is set to once again 'woo' attendees with its chic concept space dedicated to enhancing and inspiring a buyer's shopping experience. The Box is a must-stop shop for WSA buyers because it delivers the right mix of trend driven women's and men's dress and casual footwear and stylish handbags.

The Box boasts over 50 "must-see" brands, including Vince Camuto, Charles David, Gee WaWa, Jessica Simpson, Miss Sixty, Gwyneth, Chocolat Blu, Schu, Dulce, Luxury Rebel and Sacha London. The Box brand roster has increased and proudly welcomes newcomers to the space like Nine West, Ash, Cindy Says, Robert Wayne, True Religion, Guess by Marciano, Guess, BCBGeneration, Kensiegirl, Lucky Brand, Hype Footwear, Apepazza, Irregular Choice, Sandro Moscoloni and Diego Di Lucca.

"We are very happy with our decision to bring Nine West to The Box," said Rick Paterno, Group President, Nine West Footwear Corporation. "We have experienced such great success in showing Boutique 9 and Joan & David in The Box, and are excited to have this unique platform to launch our new collection, Vintage America, for Fall 2009."

The Box, conveniently located in the Central Hall of the Las Vegas Convention Center, will impress buyers with its well-merchandised product lines and open and inviting booths, allowing them to shop the show's fresh, contemporary product with ease. The relaxed environment will feature a live DJ, beverage service, comfortable buyers' lounges, and an opportunity to enjoy a complimentary manicure at the popular OPI Beauty Bar.

Enjoyable elements will be sprinkled throughout The Box to keep attendees energized, excited and engaged. *Mimosas in the Morning* will treat buyers to complimentary champagne cocktails from 9:30am-11am daily, while *Bubbles in The Box*, the always well-attended cocktail party, will take place Saturday, August 1 at 5pm. Don't miss the complimentary ENK stylish backpack for the first 500 buyers to shop The Box.

The WSA Show will take place at the Las Vegas Convention Center July 31-August 2. The Collections at WSA will run alongside The WSA Show at The Venetian Hotel. For more information, please visit www.wsashow.com or www.thecollectionsatwsa.com.

About The WSA Show

The WSA Show is the most comprehensive footwear, handbag and accessories marketplace, offering a 360-degree viewpoint of the footwear industry. The semi-annual event in Las Vegas attracts participants from 95 countries and features exhibiting companies showing thousands of brands. The Collections at WSA, an exclusive premium footwear and handbag show within The WSA Show, features hundreds of luxury footwear and handbag designers from around the globe in an exclusive upscale setting. Materials at WSA, a dedicated area within The WSA Show, further expands 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.