

THE WSA SHOW MOVES IN NEW DIRECTION TO CREATE FRESH AND EFFICIENT ENVIRONMENT FOR FEBRUARY 12-14, 2009

ENCINO, Calif. (November 17, 2008) – Starting with its upcoming February 2009 event, The WSA Show will introduce a new look and layout designed to promote ease of shopping for fresh product trends in all categories of the footwear industry. These changes will enable all attendees to maximize their time and easily shop the show.

“From a new look and feel, to a merchandising plan and signage that is easy for buyers to shop, to lounges for networking and internet access, ease and clarity to get business done is guiding our decisions,” said Diane Stone, chief operating officer, The WSA Show. “Today, it is more important than ever for buyers to come to one place where they can experience all the trends and see more product in less time, and this is the environment they will experience in February in Las Vegas.”

With the focus on promoting an environment conducive to exploring, shopping, and networking, some of the major changes will include:

- New product categories to improve brand adjacencies
- Smaller booths on main aisles to redirect the buyer's focus to new and established brands with trend-driven product and cutting edge style
- Redesigned floor layout and bold signage for easier navigation
- Lounges with rest areas and internet access in key locations throughout the show to promote networking and efficiency
- A new layout and branding of *Junior-Contemporary-Modern* (formerly junior/contemporary and women's footwear segments), creating convenient adjacency for buyers that mirrors retail merchandising, featuring brands such as Steve Madden, Chinese Laundry, Dolce Vita, Jeffrey Campbell, Brown Shoe, and Nine West
- A new *Fashion Active* area featuring athletic and junior/contemporary related to skate and street product, featuring brands such as Skechers, K-Swiss, Ed Hardy, and more
- Rebranding and merchandising of the children's area as Children's Club, the esteemed children's tradeshow in New York, presented by ENK International
- Clean, fashion-forward décor elements and specially designed entrances so buyers can easily identify category locations
- Refreshed logo design for The WSA Show

WSA's highly successful 'The Box' will expand for February, focusing on the biggest trends and boldest looks in footwear and handbags for next season. The Box excites with an innovative, boutique-style environment, hip music spun by The Box's resident DJ and daily beverage service, while buyers shop brands like Velvet Angels, Boutique 9, Jessica Simpson, United Nude, Tracy Reese, Gwyneth, Miss Sixty, Dulce, Lodi's, Gogo Gear, and more. This juried assortment encourages buyers to easily shop fabulous product and source stylish new trends.

Materials at WSA, which rounds out The WSA Show's comprehensive marketplace, and services the supply chain needs of manufacturers and retailers, will draw attendees to a convenient central location set prominently on the second floor of the Sands Expo Center. Materials at WSA brings together an assortment of the most innovative materials suppliers from around the globe. The show will align suppliers in front of the most important buyers and decision makers from the world's greatest footwear, handbag and accessories companies.

The Collections at WSA will also present an environment to reflect what motivates buyers to work productively, taking into consideration visual stimulants to create an up-to-the-minute design statement for the show. The Collections at WSA will feature:

- A new concise 3-day format
- A complete redesign and new location of C7. This chic dedicated space for retailers to discover modern, edgy styles in the athleisure, euro trend men's and women's arena will move from the 7th floor of the Venetian (where it originally got its namesake), to an easier to navigate and more intimate environment in the Bellini Ballroom.
- 50 top footwear brands will be featured in C7 including Auri, Bacco Bucci, Camper, Diesel, DETNY by Shane&Shawn, Fly London, Hudson, Hunter Boots, and Ryan Rowe.
- The buyer experience throughout the show will be enhanced to complement the new fashion-forward décor direction and will include stylized rotundas with sleek furniture and bold visuals, and enhanced lighting.
- The popular and well-attended Glass Slipper Awards will move to the trendy new hot spot, Sushi Samba at the Palazzo.

"We strive to present a show that allows retailers to make the most of their shopping experience," says Leslie Gallin, director, The Collections at WSA. "We know we have all the right brands, and we want to enhance the buying experience by creating an environment that inspires buyers to think in new directions."

Over 200 footwear, handbag, and jewelry exhibitors have already signed on for The Collections at WSA, including Donald J Pliner, Stuart Weitzman, Vera Wang Lavender, Luciano Padovan, Maloles, Kaia Peterka handbags, and Nugaard Designs jewelry.

The WSA Show will take place in the Mandalay Bay Convention Center and the Sands Expo Center February 12-14. The Collections at WSA will run alongside The WSA Show in its new, 3-day format February 12-14 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 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 28,000 participants from 95 countries in 2.1 million square feet of space. The Collections at WSA, an exclusive premium footwear and fashion jewelry show within The WSA Show, features 350 luxury footwear, handbag and jewelry designers from around the globe in an exclusive upscale setting. Materials at WSA, which launched in Las Vegas in February 2008 alongside 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.

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