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THE BOX AT WSA DOUBLES UP FOR JULY 2008

Progressive, Dedicated Environment Reflecting the Merchandising Trends and Styles of the Current Market Expands With Top Trend-Driven Better Brands at Summer Marketplace

Encino, Calif. (June 12, 2008) – In a continued effort to stay one step ahead of the ever-evolving retail climate and its needs, The WSA Show has announced the return of The Box at WSA to its summer show, taking place at the Las Vegas Convention Center from July 28-30, 2008. The Box, which debuted in February 2008 with a sold-out dedicated space, will more than double its original size in July. Comprised of select brands the exhibit is a reflection of the strength of the better market and the industry's leading trends

In this juried atmosphere, buyers can easily research and discover what's new and what's on the horizon with fresh and established designers, all in one location at the WSA show. The environment is designed and edited to make the buyers' experience easy and more efficient in an open-concept setting. With the current state of the retail market, buyers need to explore alternative ways to find upcoming trends.

"Today, more than in recent years, special products, unique styling, and the new value equation plus compelling merchandise has become more important for today's consumer." stated Marshal Cohen, chief industry analyst, The NPD Group, Inc. "Utilizing showcases like The Box make perfect sense to create a more unique product mix for today's consumer, a consumer that at all levels, has become more discriminating."

The Box will feature Velvet Angels, Sergio Tomani, Gwyneth, Boutique 9, Sacha London, Dulce, Nina, GogoGear, Anouk, Neura, Kowalski, Manas Spa, Kathryn Amberleigh, Charles David and Peta Martin at the upcoming show.

"The Box is all about creating a fabulous opportunity at The WSA Show to put the spotlight on Boutique 9, as a unique brand within Nine West Footwear Corporation," said Terry Callahan, VP of Sales for Boutique 9.

The exclusive lounge is complete with a Live DJ, beverage service, and a comfortable buyer's lounge. For more information on The WSA Show, please visit www.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 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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