

For Immediate Release
29 April 2008
Press Contact: Fru Grace + 44 (0)1993 823011 / email fru@energypr.co.uk

WSA OFFERS RETAILERS STRONG BUSINESS ADVANTAGES

The WSA Show™, taking place in the Las Vegas Convention Centre from **28-30 July 2008** and the high-end luxury footwear and accessories show, **The Collections at WSA™ 28-31 July** housed within The Venetian, is the only event where the entire global footwear industry meets for business. It is the only show to offer buyers access to the most established US brands and their top-level executives. In addition to this, buyers can view full product lines that are not displayed at shows outside of the US. For buyers wanting to source something completely new, the show also plays host to exciting new US designers within every lifestyle category, which just don't exhibit anywhere else. Earlier than any other footwear show, The WSA Show and The Collections at WSA give overseas buyers a massive business advantage over their competitors. Key brands ordered at the show will be delivered up to six weeks ahead of those who restrict themselves to the later European shows.

"The convergence of major industry professionals provides a business environment second to none and the scope of opportunity cannot be found at any other footwear event", said Diane Stone, chief operating officer of The WSA Show. "In today's highly competitive retail landscape, there is a need for footwear and accessories retailers to achieve stand out and differentiation within the marketplace – the very things our constantly expanding shows deliver. "

New show features include **C7** (located on the 7th floor at The Collections at WSA), which will showcase the future of casual luxe in edgy fashion, fused with a contemporary mix comfort men's and women's Euro-trend footwear. **The Box at WSA** – a feature area within The WSA Show, which launched in February 2008 – will expand at the July show. This area hosts trend-driven women's and men's fashion dress, casual footwear and handbags from new designers and established industry leaders. The booths are open, inviting buyers to explore and discover what's new for next season. The July show also sees the return of the **Style Walk Lounge**, the high energy networking arena featuring ongoing live fashion shows in the lobby of The Las Vegas Convention Centre.

Leading brands return to **The WSA Show**, such as contemporary fashion brands - Nine West, Brown Shoe, Skechers, Steve Madden, Kenneth Cole, Camuto Group and comfort/outdoor names - Geox, Rockport, Keen, HHBrown, Deckers and Timberland. Joining the show floor will also be a host of emerging brand names.

The Collections at WSA – the luxury and designer footwear, handbags and jewellery event that runs in conjunction with The WSA Show – will continue for an extra day, offering buyers more time to view both the shows. This world-class assembly of luxury and designer product will take place in one compact area within the suites and ballrooms at The Venetian, offering buyers the important luxury of convenience. The Collections at WSA presents an array of industry leaders such as Stuart Weitzman, Emma Hope, Bruno Magli and Colin Robertson, as well as the up and coming innovative new stars of tomorrow, making a visit the most efficient buying trip of the year.

WSA also offers an unrivalled educational programme, with seminars running throughout the show covering all aspects of the fashion and footwear industry. For instance, Marshal Cohen, chief retail industry analyst for The NPD Group, will identify what today's consumer is looking for, while Tod Schulman from Pantone, will discuss colour palettes, shades and themes for spring/summer '09 and beyond. Anne Obarski will highlight how to create a contagious shopping experience for consumers, and Sharon Leicham will address the topic of Visual Merchandising. The seminars present information and perspectives not generally offered in Europe, as such buyers from Europe who make the trip, can gain a true competitive edge. For details on the full seminar programme, visit the conference section of The WSA Show website (www.wsashow.com).

WSA has been continually expanding its global outreach programme, indeed International attendance has more than doubled in the past three years and about 25% of participation comes from outside the U.S. To further support these efforts, The WSA Show and The Collections at WSA have been selected to participate in the International Buyer Program (IBP), sponsored by the U.S. Department of Commerce. The IBP promotes trade shows and their exhibitors through U.S. consulates and trade missions around the world by facilitating meetings with qualified foreign buyers, representatives and distributors.

In preparation for the increase in international attendees, The WSA Show has already developed an extensive support system. Pre-show support, includes buyer/exhibitor match-making, help with registration and travel/hospitality arrangements; on-site support includes introductions to exhibitors, networking and educational events, retail tours and interpreters; and post-show assistance is offered through vendor/buyer communication facilitation. Retailer

support is offered to all European visitors. Please contact Monica Cagnolati, Retail Relations Europe, on +39 3313341748 or mcagnolati@wsashow.com for further information.

For details, exhibitor lists or to register for the event please visit: www.wsashow.com, www.thecollectionsatwsa.com or www.materialsatwsa.com.

Upcoming Show Dates:

THE WSA SHOW™

28 – 30 July 2008 – Las Vegas Convention Center

12 – 14 February 2009 – Mandalay Bay Convention Center & Sands Expo Center

THE COLLECTIONS AT WSA™

28 – 31 July 2008 – The Venetian

12 – 15 February 2009 – The Venetian

MATERIALS AT WSA EXPO AND CONFERENCE™

27 – 29 July 2008 – Las Vegas Convention Center

Notes to editors:

Many of the show's exhibitors run tight schedules and visitors are advised to take advantage of the support offered by The WSA Show™ retail relations team, to help them book appointments with the brands they might wish to see and help to arrange meetings in advance. Those interested in this service should contact Monica Cagnolati, Retail Relations Europe, on +39 3313341748 email: mcagnolati@wsashow.com.

WSA Global Holdings, LLC produces **The WSA Show™** twice-yearly, each of which attracts more than 37,000 participants from 95 countries including 1,600 exhibitors showcasing over 6,000 brands, and **The Collections at WSA™**, the premier luxury and designer footwear and fashion accessories event that features more than 350 luxury footwear and accessories designers from around the globe in an exclusive upscale setting. Through its online and print publishing division, the company also publishes **WSA Today** and **WSAToday.com**. Additional information is available at www.wsashow.com.

Materials at WSA Expo and Conference™ will be held at the Las Vegas Convention Center, opening one day before The WSA Show and overlapping it by two. The Materials at WSA Expo and Conference will focus on innovation in the development of new materials (including leathers, synthetics and textiles) as well as components, technology and sourcing solutions for the footwear and accessories sector.

Additional information is available at www.wsashow.com, www.thecollectionsatwsa.com or www.materialsatwsa.com.

For further press information, please contact:

Fru Grace + 44 (0)1993 823011

Email: fru@energypr.co.uk