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FOOTWEAR INDUSTRY PICKS UP THE PACE FOR SUMMER WSA SHOW

Major Brands and Buyers Optimistic About Business Opportunities for Las Vegas Event to be Held July 31–August 2, 2009

ENCINO, Calif. (May 18, 2009)—Optimism and expected attendance are high as major brands and buyers get ready for the biggest event in the footwear industry, The WSA Show (www.wsashow.com), to be held in Las Vegas July 31–August 2, 2009, at the Las Vegas Convention Center (LVCC). The WSA Show also features Materials at WSA under the same roof at the LVCC and The Collections at WSA, held at The Venetian Hotel. This three-day, must-attend event brings together decision-makers and those in the know from around the world looking to increase mind- and market-share for their brands and customers.

A closer look reveals why the upcoming WSA show is one of the most anticipated in recent memory:

THE WSA SHOW

The WSA Show's new look and layout—which had attendees buzzing at the February 2009 event—merely set the stage for what to expect for the upcoming summer show. The easy-to-shop floor will be overflowing with product, ideas and inspiration that will keep buyers in step with the trends and in tune with their shoppers. WSA will include all product segments of footwear—comfort, rugged/outdoor, junior/contemporary/modern, children's, men's, affordable fashion, contract manufacturing and fashion active—allowing buyers and sellers to do business across all product categories in the North and Central Halls. This is just another example of The WSA Show's commitment and continued effort to make the show easier to shop and navigate. Steve Madden, H.H. Brown, Clarks, Skechers, Dolce Vita, Geox, Lacoste, Nine West, Brown Shoe, Earth, BBC International, Havaianas, Aetrex, East Lion and Jeffrey Campbell are just some of the brands converging at this summer's marketplace.

The WSA Show's highly successful The Box at WSA will return with its open and inviting boutique-style environment, featuring its resident DJ, mimosas in the mornings, complimentary manicures by OPI, and a "Bubbles in The Box" champagne cocktail party. Buyers will find this juried mix of trend-driven footwear and handbags an easy shop, as they discover next season's "must-haves" from brands like Poetic Licence, Rough Justice, Boutique 9, Tracy Reese and Luxury Rebel, and newcomers like Apepazza, Wall Flower, Marciano, Klub Nico, ASH London, Irregular Choice and Velvet Angels handbags.

The WSA Show has also partnered with some of the most popular hotels, restaurants and entertainment venues to offer incredibly discounted rates to make the overall experience as comfortable and affordable as possible for exhibitors and attendees.

THE COLLECTIONS AT WSA

The Collections at WSA will again have a commanding presence within The Venetian Hotel, continuing to move in an exciting new direction. The show, known for its luxury products, will "wow" attendees with an innovative, visually

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detailed, merchandised floor plan, featuring top-of-the-line footwear, handbags and jewelry from around the globe. Brands set to exhibit at The Collections at WSA include Botkier, Frye, Hunter Boots, Rocco P., Givenchy, Loeffler Randall and Allen Edmonds.

The Collections at WSA will again host C7, an exclusive, sold-out area within the Titan Ballroom, allowing buyers to discover modern, edgy styles in the athleisure and Euro-trend men's and women's categories all in one place. Exhibitors include Terra Plana, Fly London, J Shoes, Johnston & Murphy and John Fluevog, among many others. On the second night of the show, The Collections at WSA presents the ever-popular Glass Slipper Awards cocktail party at trendy hot spot SushiSamba at The Shoppes at The Palazzo, to celebrate the creativity of product presentation within the suites. This event is an extraordinary opportunity for industry professionals to mix and mingle after a busy and successful day. Visit www.collectionsatwsa.com for more information.

MATERIALS AT WSA

Materials at WSA rounds out The WSA Show by offering the most comprehensive material suppliers—ranging from leathers to textiles to components—from around the world. Materials at WSA provides exhibiting companies the opportunity to sell to, and meet, key decision-makers throughout the footwear and accessories industry, while delivering the most extensive cross-section of designers, product developers and sourcing professionals. Materials at WSA is proud to announce that over 40 percent of the suppliers exhibiting in July are new to The WSA Show from Korea, Japan, India, China and Pakistan, which means the upcoming exhibition promises to be stocked with new materials, trends and price points for attendees to research.

Materials at WSA will also host a series of informative workshops featuring Mercedes Gonzales, director of Global Purchasing Companies, and Karla Magruder, president of Fabrikology International. The workshops will cover everything from "Fashion 101" to "Green 2.0" to "Certifications and Regulations," and will serve to not only inform, but inspire. Visit www.materialsatwsa.com for more information.

About The WSA Show

The WSA Show is the world's largest and 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, handbag 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, 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.

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