

SMARTEST. GIVEAWAY. EVER.
ONE LUCKY WSA ATTENDEE WILL DRIVE OFF IN 2011 SMART CAR

New York, New York – January 21, 2011 – ENK International jumpstarts the New Year at its WSA show, running from February 7-9 at the Las Vegas Venetian Hotel and Sands Expo Center, with the SMARTEST.GIVEAWAY.EVER. ENKWSA, which is the Show's new signature name, will offer all retailers and exhibitors the chance to win their very own 2011 SMART CAR. "The overall goal of the SMARTEST.GIVEAWAY.EVER is to have fun at ENKWSA and to offer appreciation to all who shop the show and to everyone who exhibits at WSA." said Elyse Kroll, chairman of ENK International."

A professional Roulette Wheel, manned by a super SMART roulette dealer will start the process. Attendees at WSA are invited to stop by the SMART Lounge on Level Two at The Sands to try their luck at High Roller Roulette and enter their name as many times as the number they land on in this classic casino game. The prize is a 2011 fuel-efficient smart fortwo passion coupe by smart USA. The winner's name will be chosen LIVE at WSA's SMARTEST.PARTY.EVER., ENKWSA's industry celebration at TAO Nightclub in The Venetian, February 7, 6 pm. "We have tremendous respect and appreciation for our colleagues in the footwear community and we are serious about fun. Let's face it, we are a SMART community." added Kroll.

The SMARTEST.GIVEAWAY.EVER begins when the Roulette Wheel starts spinning on opening morning of the show. Participants must be at least 18 years of age. All entries must be received by 6 pm, February 7, 2011, PST. Entries will be transported to TAO Nightclub where the winner's name will be drawn promptly at 7:00 pm. by David Kahan, president, ENK Footwear Group. Winner must be present at time of drawing. For additional information about the SMARTEST.GIVEAWAY.EVER please **click here** or visit www.wsashow.com.

ENK International provides *the* forum for the fashion world to conduct business. It is the leading tradeshow organization serving the upscale fashion marketplace, including the men's, women's, accessories, footwear, and children's categories. Founded by Elyse N. Kroll, the Company conducts 21 events per year, 16 of which are held in New York City, four in Las Vegas and one in Beijing. ENK events are attended by critical fashion retailers, representing both specialty and department stores from around the world. They represent over 10,000 domestic and international exhibiting companies, 150,000 domestic and international buyers and press yearly and over one million net square feet of exhibit space.

ENK's portfolio of 21 events include Coterie (comprehensive women's clothing and accessories), ENK NYC (classic to contemporary men's clothing, premium denim and advanced sportswear, footwear and apothecary featuring the BLUE, DESIGNERS' COLLECTIVE, TMRW and CLEAN sections), Accessorie Circuit (fashion and fine jewelry, handbags, scarves, footwear, eyewear, belts and gift items), Intermezzo Collections (women's contemporary and bridge clothing), Children's Club (children's clothing, accessories, footwear and gifts from layette to junior categories), WSA (women's, men's and children's footwear and accessories), Sole Commerce (upscale women's footwear and handbag show concurrent with Fashion Coterie), ENK Vegas (men's and women's contemporary clothing, denim, footwear and accessories) and ENK CHINA (cross-section of ENK designers). For more details, please visit www.enkshows.com.