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**WSA LAUNCHES THE FOOTWEAR INNOVATION EXPO & CONFERENCE**

**Supply Chain to Exhibit Alongside Finished Product in the U.S. for the First Time  
Advisory Board of Industry Leaders Formed to Guide the Event**

(Encino, Calif.) – May 8, 2007 – The WSA Show is bringing the supply chain alongside finished product for the first time, at the largest and most important footwear tradeshow in the world. The **Footwear Innovation Expo & Conference at WSA** will be taking place February 19<sup>th</sup> -21<sup>st</sup>, 2008 at the Sands Expo in Las Vegas. Twice yearly, footwear industry leaders from over 91 countries exhibit and attend The WSA Show and The Collections at WSA - making this the most important gathering of footwear professionals in the world.

During the past year, the WSA team interviewed the decision makers in footwear design, product development and sourcing from wholesalers and retailers around the world. They were asked what they buy and what they *want* to buy. Unanimously, they reported that they are looking for the most innovative materials, components, sourcing and technology resources and they have to travel the world to find them. When asked whether it would have value to them for us to comb the world for these resources and bring them to the U.S. alongside the finished product at The WSA Show in Las Vegas, they responded with a resounding yes.

The result is The Footwear Innovation Expo & Conference where an “invitation only” show floor will include, the most innovative companies in materials such as leathers, synthetics, and textiles; along with components such as heels, outsoles, insoles, etc. The event will also feature manufacturing technologies such as CAD/CAM and Rapid Prototyping; as well as footwear-related production processes.

To meet the challenge of providing the best and most innovative, the WSA team invited a group of industry executives to join an advisory board to help craft the event. These executives are leaders in the various supply chain sectors of the footwear industry and provide us with the knowledge, insight, and guidance necessary to tap into the essence of state of the art innovation in the global footwear market. “This board is providing us the support necessary to deliver a valuable and meaningful show and conference for all who participate. With the support of the industry WSA will build an efficient global intellectual center and marketplace of the footwear product development supply chain. All footwear companies, whether wholesalers or retailers, will greatly benefit,” said Skip Farber, Chief Executive Officer of The WSA Show.

Footwear Innovation Expo Advisory Board consists of some of the highest ranking footwear executives from several corners of the industry, including:

- Daniel Friedman (senior vice president, product development & sourcing, **Brown Shoe**)
- Doug Clark (vice president, Timberland Invention Factory, **Timberland**)
- Michael Jeppesen (divisional senior vice president, global sourcing & product development, **Payless**)
- Michael Schaeffer (global creative director & vice president of design, **Reebok**)
- Ray Tonkel (inventor, former design, development, advanced technology executive with **Adidas, Nike, Reebok, Rockport.**)

According to Michael Jeppesen, divisional senior vice president, global sourcing & product development, Payless, "To succeed at the cash register with the consumer means we are always seeking 'what's next' to differentiate our products. This is so important to manufacturers and retailers alike that we travel the world, at great time and financial cost, to find what is truly innovative in design, materials, technology and factories. The WSA Show is performing an important service locating these resources and bringing them to us where we already go, to Las Vegas twice a year."

"This show is about evolving the footwear industry utilizing the high level platform that our show provides," said Diane Stone, chief operating officer of The WSA Show. "Combing the world to find the most dynamic people, products and resources in footwear innovation and bringing them to Las Vegas, broadens the marketplace which already attracts the manufacturers and retailers that drive our global business. This is an incredible opportunity requiring significant industry knowledge and global reach which will deliver great value to our community," Stone continued.

#### **About The WSA Show and *The Collections at WSA***

The WSA Show is the world's largest and most comprehensive footwear, handbags and accessories marketplace. The twice-yearly events in Las Vegas attract more than 36,000 participants from 95 countries in 2.1 million square feet of space

*The Collections at WSA*, a show-within-a-show, features over 350 luxury footwear and accessories designers from around the globe in an exclusive upscale setting in the suites at The Venetian.

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