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**For Immediate Release**

**TOP FOOTWEAR ANALYST JOHN SHANLEY AND WSA TO CO-HOST FIRST GLOBAL STRATEGIC FOOTWEAR FORUM AT WSA SHOW IN LAS VEGAS ON FEBRUARY 11, 2006**

*Schedule Features CEOs of adidas-Salomon, Brown Shoe, Foot Locker, Global Brand Marketing Inc., and Wolverine World Wide;  
Sessions to Cover Better Brands, Brand Licensing, Family Footwear and Specialty Athletic*

**ENCINO, Calif, January 17, 2006** – WSA, host of the largest and most comprehensive marketplace for the global footwear and accessories industry, today announced it will present the first annual Global Strategic Footwear Forum, with Susquehanna Financial Group LLLP (SFG), based in Bala Cynwyd, Pennsylvania. John Shanley, senior equity research analyst for Susquehanna, will moderate a powerful lineup of footwear industry leaders offering industry and trend insights on Saturday, February 11, 2006, day two of the WSA Show.

Shanley, who regularly tracks the athletic and footwear categories for Susquehanna, will lead sessions with key footwear market leaders including: Herbert Heiner, chairman and CEO, adidas-Salomon AG (ADS GR); Killick Datta, chairman and CEO, Global Brand Marketing, Inc.; Ron Fromm, chairman and CEO, Brown Shoe (NYSE: BWS); Mark Lemond, president and CEO, Shoe Carnival (Nasdaq: SCVL); Tim O'Donovan, CEO, Wolverine World Wide (NYSE: WWW); Matt Serra, CEO, Foot Locker (NYSE: FL); Diane Sullivan, president, Brown Shoe; Robert B. Tucker, Sr., president and CEO, The Shoe Show; Joe Wood, president, Famous Footwear and Jay Levitt, former president and CEO, May Merchandising Company. Topics include: Major Athletic Brand Market Overview: adidas-Salomon; Specialty Athletic Retailer: Foot Locker's View, Major Footwear Brand Licensing, Major Better Footwear Brand, Family Footwear Retailing, Non-Athletic Brands Outlook and a Major Department Store Chain perspective.

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"This roster of brand and retail leaders was carefully assembled to present perspectives on all the vital sectors of the industry including: athletic, non-athletic and better brands on the product side and specialty athletic, family footwear and department stores on the retail side," said Shanley.

"This forum of high-powered executives is the first of its kind at the WSA Show," Shanley added. "This will be a meeting of some of the most influential leaders in the industry looking at issues and trends across the board that present both challenges and opportunities facing companies in this evolving marketplace. We anticipate a lively discussion and an open exchange of ideas from which all attendees can benefit, whether they are in management, sales, marketing or sourcing. With this event, WSA is cementing its role as the essential source of footwear industry insights and information."

*The Wall Street Journal* named Shanley, a 25-year industry veteran, "Best on the Street" in the footwear and apparel category for the past two years. In May 2004, *Forbes* named him the top equity analyst in both the footwear and apparel categories. He frequently appears as a guest speaker on Bloomberg Television, CNBC and CNN and is also regularly quoted in *Business Week*, *Fortune*, *Forbes*, and *The Wall Street Journal*, in addition to key trade publications. Mr. Shanley is a member and past president of the Retail Marketing Society (RMS).

The all-day forum at the Venetian will begin at 7:30 AM in Ballroom G and H. It will include breakfast, lunch and is open to all WSA attendees for a fee of \$495. Attendees can pre-register on the WSA Website at [www.wsashow.com](http://www.wsashow.com) under the Buyer Information tab.

"The leadership of John Shanley and the participation of some of our industry's most respected leaders at our February footwear forum make it a must-attend event," said Skip Farber, CEO of WSA. "The topics covered during this forum have been chosen carefully to identify important market segments and timely issues to provide all participants with the ability to better run their businesses and forecast 2006. We trust that participants will come away with important insights and fresh ideas, and a global perspective from some of the most successful and informed leaders in this vibrant industry."

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In addition to the Global Strategic Footwear Forum, the WSA educational program presents the Footwear and Accessories Business Conference Friday, February 10 through Sunday, February 11 in the South Hall of the Las Vegas Convention Center. Included are sessions that feature experts in consumer trends, color and fashion forecasting. Specific subjects include: Visual Merchandising for Maximum Profit, Open to Buy Planning, How to Market to the U.S. Hispanic Market, Adding Accessories to Your Mix, and 2006-07 Color Trends. Educational seminars are open to all WSA attendees and require registration (go to [www.wsashow.com](http://www.wsashow.com) and click the Buyer Information tab).

The WSA Show, including The Collections at WSA, will take place February 10-13, 2006 in Las Vegas. The event will be held in three venues, The Las Vegas Convention Center–South Hall, the Sands Exposition Center and The Collections at WSA at The Venetian. Registration is free to qualified buyers and available online at [www.wsashow.com](http://www.wsashow.com). Registration information is also available at (888) 62-SHOES. The deadline for pre-registration is January 20, 2006.

**About the World Shoe Association (WSA)**

The WSA hosts the WSA Show, the largest and most comprehensive marketplaces for the footwear industry in the world, twice a year in Las Vegas. The WSA Shows provide a forum for footwear manufacturers, buyers and others allied to the footwear industry to showcase and review designer brand fashions and learn about other related products. With more than 35,000 participants and 6,000+ key brands from all over the world covering 1.9 million square feet of space, the WSA Show is the *must-attend* event for buyers of footwear, accessories and others allied to the industry. For more information, please visit [www.wsashow.com](http://www.wsashow.com).

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