



For Immediate Release

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MATERIALS AT WSA EXPO OFFERS SIGNIFICANT SALES OPPORTUNITY FOR KOREAN FOOTWEAR SUPPLIERS AND MANUFACTURERS

ENCINO, CA -- (October 2, 2007) Korean footwear materials supplies companies met in Busan on September 14 to learn about the Materials at WSA Expo & Conference, launching February 19-21, 2008, in Las Vegas, USA. The trade show will bring the most innovative suppliers to the footwear industry, alongside over 6,000 of the world's largest footwear & accessories brands and retailers. This will result in a gathering of the largest concentration of decision-making design, product management, development and sourcing power in the footwear industry.

The presentation – which was given to around 40 Korean industry leaders – covered the development of the show, from concept to execution, and the unrivalled business potential it offers. The meeting heard how the advisory board of five key industry professionals, including, Daniel Friedman, senior vice president, product development & sourcing, Brown Shoe and Michael Schaeffer, global creative director & vice president of design, Reebok, have worked with the organisers to shape the event.

Jong Ki Cheon, Managing Director of Busan Footwear Industrial Promotion Center, opened the proceedings with a speech highlighting how exhibiting at events such as The Materials at WSA will help companies to increase their export business. Amongst the attendees hearing about the new show was the Manager of Daewoo Int'l, the President of GyungSeung and the MD of Korea Fine Chemical Co. Ltd. A number of industry organizations were also present at the event, including, KOTRA, Korea Footwear Industrial Association and Korea Institute of Footwear and Leather Technology.

Douglass Clark, VP, Timberland Invention Factory stresses why there is a real need within the industry for this event: "In today's global footwear industry, innovation has become the currency of success. Combing the world to find the most innovative supply chain resources means sifting through many suppliers until you reach what is truly non-obvious. It is the 'truly unique' that resonates with the consumer. Having these

resources in Las Vegas, where everyone goes already, will put innovation where the decision makers already are so decisions can be made.”

Materials at WSA Expo & Conference is indeed offering materials suppliers the strongest possible platform upon which to launch innovative products and services.

“No other show offers the number of leading branded buyers...from mass market to couture, from men's to women's and children's, athletic to affordable fashion, rugged/outdoor to handbags & accessories and everything in between,” says Courtney Harold, Director of Materials and Manufacturing at WSA. Footwear materials suppliers will have the opportunity to launch new products and services, debut new technologies, open new manufacturing sources and offer new services.

Michael Jeppesen divisional senior vice president, global sourcing & product development, Payless comments: “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. Materials at WSA Expo & Conference is performing an important service locating these resources and bringing them to us where we already go, to Las Vegas twice a year.”

The Materials at WSA Expo & Conference will be held at the Sands Expo in Las Vegas, it will open two days before The WSA Show and overlap it by one day. The event 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 sector.

Although the concept was only unveiled in May, exhibitors have been quick to confirm that they will be at the Materials at WSA Expo & Conference. Among many others, leading companies such as Gobi (China) for textiles while Yingkau Rashung Leather (China), Conceria Virginia, Gruppo Mastrotto, I.P. Valdarno, Rino Mastrotto Group and Wolverine Leathers are just some of the tanneries that have contracted for stand space. While on the synthetic materials side, key players such as Climax Shoes Materials (Taiwan, also Textiles), Clarino and Rogers Corporation are also on board. Components and technologies companies exhibiting will include Texon International (China), Caster, Davos, Prialpas, Reltex, Sappi Warren and the mould maker Apego among many others

For further information about the show and the exciting business opportunities it offers, contact: [I will have our rep insert their name and contact info instead of me since this will be distributed in Korea only.]

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Note to Editor

Materials at WSA Expo & Conference

The Materials at WSA Expo & Conference is an "invitation only" event. It will include the most innovative companies operating in the footwear & accessories supply chain including the following product show segments:

- Components such as insoles, outsoles, buckles, heels, bottom units, lasts
- Leathers such as full grain, exotics, napa, nubuck, suede
- Synthetics such as eco-friendly, PU coated, PVC, microfiber
- Technologies such as coatings, insulation, release papers, chemicals
- Services such as testing, logistics, packaging, financial, compliance
- Software such as ERP, PDM/ PLM, Rapid Prototyping, CAD/CAM

The show's content is being crafted with the assistance of an advisory board of key industry professionals, who are all leaders in the various supply chain sectors of the footwear 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)

The WSA Show and The Collections at WSA

The WSA Show™ is the world's largest footwear and accessories marketplace. The Collections at WSA™ occurs simultaneously with the WSA Show and has become the premier luxury footwear and accessories marketplace by gathering the world's largest assortment of high end designers and brands under one roof. These semi-annual events, held in Las Vegas, USA, each attract more than 36,000 participants from 95 countries, including 1,600 exhibitors showcasing more than 6,000 brands.

About WSA Global Holdings

WSA Global Holdings, LLC is the only business-to-business marketing services company focused exclusively on the global footwear and accessories industry. WSA global is known best for the WSA Show™ and The Collection at WSA™. Through its online and print publishing division, the company publishes WSA Today™, a daily e-zine, wsatoday.com and the new online searchable database, The Shoebook™. The company established its retail relations division in 2006 to build relationships with retail buyers, merchandisers and executives, both domestically and internationally.

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

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