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**The World Shoe Association and Couromoda Announce Alliance  
to Bring Brazil to the US Footwear Retailers**

*Couromoda Signs on with WSA as Exclusive Sales Partner in Brazil*

**Las Vegas, February 8, 2005** – The World Shoe Association (WSA), the largest association serving the footwear trade, and Couromoda – International Shoes, Sportsgoods and Leathersgoods Fair of Sao Paulo, Brazil, the 4th largest footwear and accessories show in the world, today announced that Couromoda will become the WSA’s exclusive sales partner in Brazil, paving the way for Brazilian brands and designers to showcase their products at the WSA trade shows held in Las Vegas each February and August.

By selecting Couromoda, WSA will enrich the show experience with inventories from some of the world’s leading Brazilian designers. The partnership will deliver a unique and diverse line of footwear and accessories to the WSA Show linking the footwear industry of Brazil with the U.S. market.

“The WSA and Couromoda are creating access to the world’s largest market for the Brazilian footwear manufacturer,” said Diane Stone, chief operating office of WSA. “This partnership is the next step in our strategy to deliver greater value to the buyers that attend our shows. The buyers who want to see more in less time in one place will now have the opportunity at the WSA shows.”

Brazil is the 3<sup>rd</sup> leading producer of footwear in the world, producing almost 700 million pairs, and one of the leading exporters of footwear in the world. Couromoda has over 3,000 brands of footwear and accessories at their show every year. The WSA shows have over 26,000 participants and 6000+ key brands from all over the world. The alliance between the Couromoda and WSA, two of the largest footwear shows in the world, is a perfect fit for both companies to give retailers and manufacturers what they want.

“Brazil is ready to supply a high quality, high fashion, luxury product to the smaller independent retailer in the U.S.,” said Francisco Santos, president of Couromoda. “We believe Brazil can fulfill the expectations of these retailers, and this partnership is the best way to get many manufacturers to these buyers. We chose to partner with WSA because they are the most credible organization in the footwear industry.”

“The WSA Show has an exhibitor base that reaches our audience like no other footwear and accessories show can. We are very excited about the opportunities this brings to Brazilian manufacturers,” continued Santos.

WSA and Couromoda will officially begin their alliance March 1, 2005 in order to bring Brazilian manufacturers to the future WSA Shows, beginning in August.

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

The WSA is the largest association serving the footwear trade and hosts the WSA Shows, the premier marketplaces for the footwear industry in The Americas, twice a year. The WSA shows provide the forum for the entire footwear industry to connect manufacturers and buyers, showcase designer brand fashions, evaluate trends, and discover what is new in footwear styles, accessories, handbags, and foot care products. With more than 26,000 participants and 6,000+ key brands from all over the world covering 1.6 million square feet of space, the WSA Show is the *must-attend* for footwear and accessory professionals. For more information about the World Shoe Association or the WSA Show, visit [www.wsashow.com](http://www.wsashow.com).

**About Couromoda**

Couromoda, based in Sao Paulo, Brazil is the 3rd largest international shoes, sporting goods and leather goods fair in the world. It is the most important business event of the footwear and leathergoods industry in Brazil and Latin America. Couromoda's 1,100 exhibitors are responsible for 90% of the Brazilian production. They represent 3,000 brands featuring the most complete footwear and leather goods fashion, technology and marketing sampling for retailers and importers. For more information on Couromoda, visit [www.couromoda.com](http://www.couromoda.com).

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