



Press Release- Final Report - April

Atlanta Apparel Exhibition Triumphs at the Cobb Galleria Centre

- **Buyer attendance at April show greatly exceeded April 2004**
- **Over 500 lines showcased including top names Marithe Francois Girbaud, Pepe, Timberland, Southpole, Cogi, and much more**
- **Exhibitors in 515 booths highlighted their latest collections**
- **35 new exhibitors strengthened show floor with new lines**
- **Two new companies have national product launch: Instigator and Ricco Tizio**
- **Show sold out with a waiting list for July 2005 show**

Atlanta, GA (April 13, 2005) – The Atlanta Apparel Exhibition proclaimed another major win with its sixth successive show for men’s apparel held at the Cobb Galleria Centre, April 3-4, 2005. Showcasing over 500 lines of the latest men’s fashion, including tailored clothing, contemporary sportswear, dress-up, casual, streetwear, urbanwear, footwear, and accessories, as well as some ladies and children’s apparel, the Atlanta Apparel Exhibition at the Cobb surpassed its projections in both exhibitor and buyer attendance. The exhibition’s 100,000 square foot hall was fully booked with 515 booths that included 35 new companies along with returning exhibitors who displayed their most fashion-forward brands. Retailers from 31 states and 9 Caribbean countries, representing boutiques, specialty, and department stores, shopped the exhibition in two fully packed days.

Since its inception in January 2004, the Atlanta Apparel Exhibition at the Cobb has steadily climbed from 250 exhibitors to the current base of 500, while its retail attendance has grown significantly in just over one year. This phenomenal growth can be attributed to the show’s motto that exhibitors “Stand Together” as vendors to grow the show together through marketing to their top buyers, and that by maintaining a cohesive force as exhibitors at this event, everyone benefits.

“By creating an ideal business environment for our attendees and exhibitors”, states Carolyn Rey, Show Manager, “The Cobb Show has become a major force in the world of men’s fashion in the U.S. We’ve not only maintained our exhibitor base, but have seen it grow substantially. We care about our exhibitors and try to run a hassle-free, exhibitor-friendly event, and in turn, they help us bring in the best buyers to shop their brands.”

Buyers continue to rave about how easy and safe it is to shop from its easy location at the intersection of Routes I-285 and I-75, to its abundance of free parking and its many moderately priced restaurants and hotels. Exhibitors and buyers both agree that they find more at the Cobb.

The Atlanta Apparel Exhibition at the Cobb is poised to continue this growth by adding more top brands to the exhibition that in turn, will attract more top buyers to the event. The next show will be held July 17-18, 2005 at the Cobb Galleria Centre.

Exhibitor Quotes:

John Keys, Sales Manager, Kangol: "Since the beginning, this show has been an exceptional writing show for Kangol so we intend to be back every time. Plus, the buyers tell us that they hope we stay here since the location is terrific, it's easy to park, and food and hotels are not expensive. This makes their job so much easier."

Mark Williams, Sales Manager, Dickies Girl/Apparel Limited: "The Cobb Show is a fantastic show for us. We've increased our sales 50% since the last show in January that we thought was great then, so we're very happy. We see all the right buyers which is a great return on our investment and the buyers get to see everything they need here at the Cobb Centre. If they buyers are happy, we're happy. We're staying put."

Mark Vaughan, Sales, Phita, Rio, Stall and Dean/Rucker: "This is the only show that comes close to MAGIC in that we write good business here, it's easy for us to move in and out, and our buyers are thrilled to have such an easy place to shop. The show is managed well for the exhibitors, too, in that we feel we are treated fairly and equitably. So for the dollars we spend, we get our money's worth at every show."

For more show information, contact Carolyn Rey, Show Manager, Tel: 770.983.4682 or Fax: 770.982.4683, creyaaeg@comcast.net. For press information, contact Deborah Green, at Tel: 404.794.1180 or Fax: 404.794.1127, deborahgreen1@earthlink.net. Coming soon, please visit our new website at www.aashow.com