



Press Release- Final Report - July

Sold Out Again at the Atlanta Apparel Exhibition at the Cobb

- **Exhibitors in 504 booths packed the halls at the Cobb Galleria**
- **48 new exhibitors added to over 500 returning lines**
- **Over 500 lines were showcased including top names Kenneth Cole Reaction, Marithe Francois Girbaud, Pepe, Le Tigre, Timberland, Southpole, Coogi, Stacy Adams, Steve Harvey Collection, Giorgio Brutini, David Eden shoes and much more**

Atlanta, GA (July 19, 2005) – The Atlanta Apparel Exhibition at the Cobb Galleria presented another “sold out” show with its July 17-18 men’s apparel event. Over 500 booths packed the 100,000 square foot exhibition hall with over 500 returning lines and 48 new companies including Kenneth Cole Reaction, Pony International, West Coast Novelty, Don Bling Street Collection, Wish Collection, and Le Tigre.

Going forward from the July event, the Atlanta Apparel Exhibition’s objective is to meet the needs of its retailers by expanding its core exhibitor base to include fashion brands that appeal to a broader market mix while maintaining its existing 500+ men’s fashion lines. The focus is to target growing segments of men’s apparel to keep the show fresh and directional for the AAE audience. This includes tailored clothing, contemporary sportswear, dress-up, casual, streetwear, urbanwear, footwear, and accessories, as well as some ladies and children’s apparel.

For this July edition, boutique, specialty, and department store retailers came from 31 states and 9 Caribbean countries to shop the show including A.J. Wright, Pender’s, CitiTrends, Shelmar, K & G, Shoe City, Porta Bella, Sports Profile, Trends, and Walters. Buyer traffic at the July event was steady and very heavy during peak hours.

Carolyn Rey, Show Manager for the Atlanta Apparel Exhibition at the Cobb states, “We believe that in a fashion-forward industry that is time sensitive to seasonal changes, buyers need to come to see all the new products that our exhibitors offer at all our shows. We continue to offer the largest and most diverse selection of exhibitors in the southeast and retailers tell us they find lines here that they don’t find elsewhere.”

In a little over a year and a half, the Atlanta Apparel Exhibition at the Cobb has grown significantly with its buyer attendance increasing steadily over time, in the 45% + range since 2004. This incredible growth is the direct result of a loyal market base that consistently does strong business at the show and that likes the Cobb Galleria's first-class environment. The ideal location, free parking, inexpensive hotels and restaurants all add up to a win-win for both exhibitors and buyers who just want to do business in the easiest, most cost-effective way.

A new website for the Atlanta Apparel Exhibition was implemented in June that encompasses all aspects of the event including an overview of the show, a complete list of lines, a buyer site that includes hotels, restaurants, and directions to the Cobb. Please visit www.aeshow.com to get more information on the show.

The next show will beheld October 30-31, 2005 at the Cobb Galleria Centre.

Paige Prince, Southeast Territory Manager, Kenneth Cole Reaction: "This was our first time at AAE so we did not know what to expect. However, we were very happy to see how easy it was to set up the booth in this awesome facility, and we even met a few new buyers that made our trip worthwhile. We plan on developing more business over time at this event."

Chris Dailey, Director of Sales, Timberland: "This show is always good for Timberland because we make appointments with buyers and they all come to this great venue. All the right buyers we need to see are at this show even those from not just the immediate southeastern area but also from Memphis, Nashville, New Orleans. We will continue to support this show."

Larry Helfner, Sales Manager, Pepe: "We did really good business on the first day even though business in general is off. This is a well-run show that has good buyers who all really appreciate coming to this event. Everyone is treated really well which makes the show a good one for us."

For more show information, contact Carolyn Rey, Show Manager, Tel: 770-982-4682 or Fax: 770.982.4683, creyaaeg@comcast.net. For press information, contact Deborah Green, at Tel: 404.819-9105 or email, deborahgreen1@earthlink.net. For an overview of our event, please visit our new website at www.aeshow.com