

# ASAPSHOW

The Authority in Global Sourcing



## PRESS RELEASE

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### **ASAP Show announces inaugural FITS event in China**

EL MONTE, Calif., June 28, 2006 -- ASAP Show, Inc. (OTC BB:[ASHI.OB](#)) announces the inaugural FITS event from June 28 to July 1, 2006 to be held in Hangzhou, China. Fashion International Trade Show ("FITS") is a first of its kind license show for international brands to enter the fast growing and potentially the largest consumer market –China.

Frank Yuan, CEO of ASAP stated "we are so pleased that there are 21 international brands who are participating at the first FITS show, i.e. Carhartt - Europe, Davidoff Accessory - Belgium, Pirelli Shoes - Italy, Johnston's Cashmere - Scotland, Ado Mizumori – Japan, Jordon - Canada, Koton -Turkey and Jane Singer, Solace Per Aqua, CdeC, Sad Sam Honey, Hana Deka Club, Intercontinental Licensing, Kimiko Fisika, La Belle, Lloyd Klein, Original FBB, Gerry and others from USA." Yuan added "since Chinese consumers are not familiar with any foreign brands, all medium size brands and designers can become famous brands with the right promotion."

Seminars, held in conjunction with FITS, invited elusive and expert consultation in every field to address the most important issues for international brands and to understand the Chinese domestic market. The speakers consist of Jonathan M. Heimer - Deputy Principle Commercial Officer, U.S. Consulate General in Shanghai, OuYang Yi Ming – V.P. - Shanghai Pacific Department Store, Liu Hai Feng - Professor/Chief Consultant, Constant College, Qing Hua University, and other industry leaders.

More than 300 paid attendees confirmed to attend. The following three groups are most interested in finding the opportunities for licensing an international brand 1) Chinese brands with an established distribution channel 2) Department store brand managers 3) Export apparel manufacturers, who know it is the best chance to start selling domestic.

Mr. Yuan added "Licensing is the fastest and easiest way to solve the China distribution dilemma and take advantage of the "first entry" to the China domestic market."

ABOUT ASAP Show, Inc (ASAP) [www.asapshow.com](http://www.asapshow.com)

ASAP Show Inc. is a trade-show organizer that focuses on the apparel and fashion industry. ASAP produces the ASAP Global Sourcing Show twice a year (February and August) in Las Vegas, arranges two buying trips per year, a China buying trip in May, and a South Asia buying trip in November, and the FITS - Fashion International Trade Show.

ABOUT FITS: [www.FashionForChina.com](http://www.FashionForChina.com)

FITS is committed to launch international fashion, accessory and footwear brands into China - the fastest growing consumer market in the world. FITS will provide the most cost effective way and "first entry" advantage by finding an experienced partner to act as a Master Licensee to overcome the complexity of the China distribution system.

Certain of the statements made herein constitute forward-looking statements that involve risks and uncertainties. In such instances, actual results could differ materially as a result of a variety of factors including the risks associated with the effect of changing economic conditions at home and abroad, variations in cash flow, reliance on collaborative retail partners, and on new product development, variations in new product and service development, risks associated with rapid technological change, and potential of introduced or undetected flaws and defects in products and services and other risk factors detailed in forms filed with the Securities and Exchange Commission from time to time.

Press Contact:  
Jerome Yuan  
Show Manager  
(626) 636-2530  
E-mail: [jerome@asapshow.com](mailto:jerome@asapshow.com)