

# ASAPSHOW

The Authority in Global Sourcing



## PRESS RELEASE

### **FITS Event for Brands in China Proves Strong Success**

Los Angeles, CA & Shanghai, China — May 4, 2006 — ASAP Show announces a potential China Licensee for Mr. Stephen Wisher’s Original FBB brand.

“After my news conference and TV debate held in Beijing three weeks ago, one of the FITS participating brands, “Wisher Allied Apparel”, already has a potential Chinese licensee to consider taking his Hip Hop line.” Frank Yuan, CEO of ASAP Show stated “the Ningbo, China based company has 100 retail stores and is in constant communications with Mr. Wisher for the authorization to sell his brand within China.” Yuan added “My hard work promoting the exhibitors at FITS has proven successful for selling into the China consumer”

“I never expected anyone to notice my company before FITS” Stephen Wisher said. “I can feel the demand for my brand from talking with Mr. Shen. I am so happy that I decided to be a part of FITS and have a head start already. I have to register my trademark in China right away.”

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.

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