



LUGGAGE, LEATHERGOODS, HANDBAGS & ACCESSORIES ASSOCIATION OF CANADA

PRESS RELEASE

The LLHA Announces New Industry Statistics Partner; The NPD Group Inc.

The NPD Group, Inc. is pleased to partner with LLHA of Canada to provide the Association's members with access to current actionable data on the Luggage, Leather, Handbags and Accessories markets. We have been collecting accessories consumer purchase data since October 2009, drawing on the purchase behaviour of our proprietary panel of consumers. Starting with the all-important holiday shopping season (October through December 2009), the new Accessories Tracker provides quarterly data in a range of product categories. The Accessories tracker is fully harmonized with The NPD Group's US Accessories Tracker, enabling retailers and manufacturers to look at a North American picture as well. In fact, in March 2010, NPD's US Accessories Market Data will headline the annual Accessories Magazine census issue for the first time.

Highlights from the new Accessories tracker will be presented in an industry overview at the April 26 LLHA convention. We are pleased to present Marshal Cohen, Chief Industry Analyst of The NPD Group, Inc. as the guest speaker for this event. Marshal is a nationally-known expert on consumer behaviour and the retail industry. He has followed retail and consumer trends for more than 30 years, at NPD and as the head of leading fashion and apparel companies as well as during his time working at major retailers. As part of his work at NPD, Marshal leads many top firms in long-range and strategic planning sessions.

Since joining NPD in 1999, Marshal has held a variety of positions analyzing and interpreting NPD's uniquely combined consumer and point-of-sale tracking services for the apparel and footwear industries. In addition to his duties at NPD, Marshal is a guest professor at North Carolina State University, School of Textiles. There he is introducing students and faculty to techniques for analyzing and applying data. Recently, Marshal has been a guest lecturer at the Fashion Institute of Technology and at the Wharton School of Business. On November 2, 2009, Marshal was named to the *Footwear News* Power 100 list for the second time in three years. As part of his work at NPD, Marshal leads many top firms in long-range and strategic planning sessions. He recently published his second book, *Buy Me! How to Get Customers to Choose Your Products and Ignore the Rest.*

Marshal is also a regular contributor to many major media outlets. He is frequently quoted in publications like *The Wall Street Journal*, *The New York Times*, and *Women's Wear Daily*. Additionally, he appears on various television news programs including "Today," and "Good Morning America," and "CBS Sunday Morning," and he is a regular guest on Bloomberg TV and Fox Business News. He is also a sought after speaker at key industry events such as MAGIC and Sourcing at MAGIC, The WSA Show, The Fairchild CEO Summits, The National Retail Federation's (NRF) Annual Convention, and The American

Apparel and Footwear Association's (AAFA) Annual Convention.

We know this will be an exciting presentation to kick-off a great event and we look forward to seeing you April 26, 2010, at 8:00 am at the Toronto Congress Centre!

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