



FOR IMMEDIATE RELEASE

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CALIFORNIA GIFT SHOW® ANNOUNCES JULY 2011 SUMMER MARKET EVENTS SCHEDULE

**FRED SEGAL/FRED SEGAL ORIGINAL'S ANNIE SEGAL DELIVERS CGS KEYNOTE PRESENTATION;
EDITORS' PANEL: A DIALOGUE WITH EDITORS FROM GIFTS & DECORATIVE ACCESSORIES,
HOME ACCENTS TODAY, TRADITIONAL HOME AND EDITOR AT LARGE**

*Plus 3rd Annual World Style Stories Awards and an Exciting Line-up of Showroom and Temporary Exhibitor Events
July 19-25 at L.A. Mart® and Los Angeles Convention Center*

LOS ANGELES, CA (June 17, 2011) – MMPI and California Gift Show (CGS) announce a strong line-up of programming and events in an anticipation of a vibrant, must-attend July Market at L.A. Mart and Los Angeles Convention Center. A meaningful combination of educational and inspirational presentations provides attendees with information and tools to address evolving industry dynamics and purchasing trends of the modern consumer.

"Our stellar line-up of leading business authorities and compelling topics will hit the mark with our retail buyers," said Mark Furlet, vice president and general manager L.A. Mart/California Gift Show. "California Gift Show is distinguished for delivering value as a source for education and trends to strengthen the buyer experience. Beyond our solid program schedule, CGS will also offer buyers a unique, experiential taste of California, including curated installations, informative and entertaining product/trend demonstrations, live entertainment and local culinary inspirations to welcome and wow buyers from across the country and around the world."

A chronological line up of programs and events are as follows:

I. KEY MARKET PROGRAMS: L.A. MART + LOS ANGELES CONVENTION CENTER

Styled for Success: Perfecting the Accessorized Space

Thursday, July 21
L.A. Mart/ L.A. Mart Design Center
2:00-3:00 p.m., Catered reception to follow

Whether you're a retail pro or interiors tastemaker, creating engaging environments that define your style and your client/customers' experience is essential. *Traditional Home* magazine's Senior Design & Style Editor Krissa Rossbund shares fresh merchandising and accessorizing tips that captivate and sell, including space planning and vignetting that integrate accessories, table-top, wall art, florals, textiles, and more. One-on-one Q&A's with Ms. Rossbund and a reception celebrating the debut of LAMDC's new Designer Lounge follows.

Keynote Presentation

Friday, July 22
South Hall, Los Angeles Convention Center
11:00 a.m.-12:00 p.m., Champagne reception to follow

Annie Segal of Fred Segal and Fred Segal Originals opens the California Gift Show at Los Angeles Convention Center with an insightful keynote lecture. Segal shares how the family-owned, multi-generational business grew from a Los Angeles concept emporium to international icon. Learn valuable insights to developing a signature business identity, curating categories and lines, developing custom product, styling merchandise and environments, and increasing service to effectively engage and maintain loyalty with today's modern consumers.

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World Style Stories Awards Presentation

Friday, July 22
Kentia Hall, Los Angeles Convention Center
4:00-5:00 p.m., Champagne reception to follow

Join CGS for a special presentation of World Style Stories, honoring five inspirational exhibitor essays recalling the journey each traveled in producing the products made, as well as the positive impact on the people and communities served by these international craftsmen.

Keynote Editors Panel/Buyer Business Review

Saturday, July 23
South Hall, Los Angeles Convention Center
11:00 a.m.-12:00 p.m., Reception to follow
12:00-1:00 p.m., Editor One-on-One's

The modern, well-informed and discriminating consumer has radically transformed the business of retail. Navigating the complexities of this unprecedented influence, the nation's leading trade and consumer publications convene on an Editors' Panel addressing a range of issues from both industry and end-user perspectives. Learn the latest on economic and lifestyle choices affecting product trend, reinterpreting the value of traditional goods, the popularity of brands defining individual expression, sustainability and the regional, hand-crafted movement, retail in the digital age, and more.

Immediately following the panel, Editors will be available for 15 minute, one-on-one Q&A sessions with buyers. First come first served.

Gifts & Decorative Accessories, Caroline Kennedy, editor-in-chief
Home Accents Today, Jenny Heinzen York, editor-in-chief
Traditional Home, Krissa Rossbund, senior design & style editor
MODERATOR, Julia Noran, *Editor at Large*

II. SHOWROOM + EXHIBITOR EVENTS: L.A. MART + LOS ANGELES CONVENTION CENTER

Late Night Shopping

L.A. Mart Showrooms, Floors 1-12
July 22 | 6:00-8:00 p.m.
Enjoy, as always, two additional hours of buying pleasure including incentives, events and amenities among Gift + Home showrooms and 2nd Floor temporaries.

Meet VIETRI

Collective Home, L.A. Mart, Suite 700
July 20 - 22 | All Day
Meet Holli Draughn with VIETRI and receive a free, signed Amore Plate with your order.

Chocolate Sippings and Martinis with Caffe d Amore

Collective Home, L.A. Mart, Suite 700
July 20 - 24 | 10:00 a.m. & 4:00 p.m.
Join Caffe d Amore and Collective Home for delicious Sipping Chocolate (July 20 - 24: 10:00 a.m.) and Chocolate Martini's (July 21 - 23: 4:00 p.m.).

Before and After Wine with Soiree

Collective Home, L.A. Mart, Suite 700
July 20 - 24 | 5:00 p.m.
Turn a two buck bottle in to a ten spot in 30 seconds and make money selling Soiree! Try wine before and after using this aeration and learn how effective it really is.

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Tattoo Prescription

Remembrance, L.A. Mart, Suite 360

July 21 | 11:00 a.m. - 3:00 p.m.

Get your personalized tattoo prescription from Conscious Ink founder and life coach Frank Gjata as he presents his temporary henna tattoo line. Share what is going on in your life and he will suggest certain tattoos, words and affirmations.

Party Candles Introduction

Collective Home, L.A. Mart, Suite 700

July 21 | 1:00 - 5:00 p.m.

Meet Creative Candles National Sales Manager David Villanueva as we introduce our new Party Candles from Creative Candles. Get your party picture taken with David, pick-up your free celebration candle and enjoy a refreshing Turquoise Tangerine Twizzler. Get a free box of turquoise tapers for placing an opening order or reorder at the show.

Customer Appreciation Party

Roman, Inc., L.A. Mart, Suite 746

July 21 - July 25 | 2:00 - 4:00 p.m.

Roman is giving thanks to our customers with a little something extra! Enjoy complimentary Otis Spunkmeyer Cookies. Be sure to ask about our Roman Bucks prize program.

Make N Take

The Green Elephant, Los Angeles Convention Center, Space 842

July 22 - July 24 | All Day

Try hands on block printing and take away your own creations. We will provide all the materials or you can get yours too.

Raffle Every 3

The Green Elephant, Los Angeles Convention Center, Space 842

July 22 - July 24 | 10:00 a.m., 1:00 p.m. & 4:00 p.m.

Enter for a chance to win a goodie bag of Green Elephant product samples, brochures and discount coupons for the July Show. Stop by for more information on entering.

Digital Painting Demonstration

Miner Works of Art/Bettie Grace Miner, L.A. Mart, Space 2-513

July 22 - 25 | 2:00 p.m.

Enjoy live art demonstrations by Bettie Grace Miner, fine art photographer and painter, will as she creates a digital painting from a photograph. Watch live as the artist transforms an ordinary photograph into a fine art painting. Be sure to enter for a chance to win a Miner Works of Art fine art print.

Meet DL Rhein Artist + Designer

Sales Producers, L.A. Mart, Suite 451

July 22 | 2:00 - 4:00 p.m.

As the innovator and creative force behind DL Rhein and a fixture on the Los Angeles design scene since 1991, Deborah Rhein is best known for creating unexpected combinations inspired by timeless classics and the latest trends. Her stunning, sophisticated designs are matched with Peking Handicrafts luxury line of guest towels, napkins, pillows and more. Stop by to receive a signed guest towel.

Wilco's Grand Opening

Wilco Imports, L.A. Mart, Suite 900

July 22 | 3:00 - 8:00 p.m.

Join us for a champagne toast to our new showroom!

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Late Night Party

Joanne and Company, L.A. Mart, Suite 340
July 22 | 3:00 - 8:00 p.m.

Let's get the party started! Join us for wine & cheese at 3 pm and cocktails and our traditional Japanese noodle fest at 5 pm.

Customer Appreciation Cocktail Party

Roman, Inc., L.A. Mart, Suite 746
July 22 | 6:00 - 8:00 p.m.

Enjoy a little something extra at Roman as we give thanks to our customers! Complimentary cocktails and appetizers served. Be sure to ask about our Roman Bucks prize program.

Meet Zuzu Bailey

Wonderful Life Studios, Los Angeles Convention Center, Space 865
July 23 - 24 | 1:00 - 4:00 p.m.

At the age of 6, Carolyn Grimes starred as Zuzu Bailey in the classic holiday film "It's A Wonderful Life." Her childhood film career spanned 16 movies, but she is best remembered for playing the daughter of Jimmy Stewart and Donna Reed.

Bubbles with Blue Duckling

Blue Duckling Products, L.A. Mart, Space 2-318
July 23 | 3:00 p.m.

Join Blue Duckling for bubbles! Check out our line of bath and body luxuries while sipping on sparkling wine. Learn about our new company and enjoy great show specials.

Customer Appreciation Cocktail Party

Roman, Inc., L.A. Mart, Suite 746
July 23 | 4:00 - 6:00 p.m.

Enjoy a little something extra at Roman as we give thanks to our customers! Complimentary cocktails and appetizers served. Be sure to ask about our Roman Bucks prize program.

III. DAILY EVENTS: L.A. MART + LOS ANGELES CONVENTION CENTER

Food Tastings with Bella Cucina

Collective Home, L.A. Mart, Suite 700
All Day

Enjoy tastings with Bella Cucina and learn how they celebrate the art of food.

New from Chilanthropy

Chilanthropy, L.A. Mart, Space 2-527
2:00 p.m.

Meet the owner of Chilanthropy, Rey Herrera, as he introduces and burns his new Mexican Hot Chocolate Candle.

Sweet with a Little Heat

J. Johnson & Company, L.A. Mart, Suite 342
3:00 p.m.

Sample Raspberry Jalapeno jam by award winning Raven's Nest Specialties, a family-owned business that was started over 30 years ago. Try this warming tradition for the holidays. Afternoon tea served.

Delectable Tasting

Pinski-Portugal and Associates, Inc, L.A. Mart, Suite 322
All Day

Enjoy various tasting samples and complimentary drinks while you shop.

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Instant Snow to Go Demonstrations

Gift Bliss Enterprises, Los Angeles Convention Center, Space 1817

All Day

Witness snow made instantly, just by adding water to our instant snow powder. The result is artificial snow that looks and feels cool and fluffy like real, freshly fallen snow. Great for decorating or just for fun!

Giveaway from Searcey Designs

Searcey Designs, L.A. Mart, Space 2-103

All Day

Enter to win a suite of our circle jewelry, including earrings, necklaces and a ring. To enter, simply visit our booth and drop off your business card. Drawing will be held July 25 before 6 pm. Winner need not be present to win.

Feeling Lucky Giveaway

Everyday Charm HOME, Los Angeles Convention Center, Space 1731

All Day

Enter for your chance to win one of our sensational Lucky Charms for your home. Signed by artist Sally Shannon-Dailey, and valued at \$150.00. One winner will be drawn daily.

CALIFORNIA GIFT SHOW DATES/HOURS

L.A. Mart

1933 South Broadway, Los Angeles, CA 90007

Tuesday, July 19 - Monday, July 25

Gift + Home Showrooms: 9:00 a.m.-6:00 p.m.

Friday, July 22 - Monday, July 25

Design Studio + Beckman's Handcrafted Show™ L.A.: 9:00 a.m.-6:00 p.m.

Friday, July 22 - SHOP LATE NIGHT!

Gift + Home Showrooms: 9:00 a.m. - 8:00 p.m.; Design Studio + Beckman's: 9:00 a.m.-8:00 p.m.

Los Angeles Convention Center: South Hall Gift & Kentia Global Marketplace

1201 South Figueroa St. Los Angeles, CA 90015

Friday, July 22 - Sunday, July 24

Temporaries: 9:00 a.m.-6:00 p.m.

Monday, July 25

Temporaries: 9:00 a.m.-4:00 p.m.

ABOUT L.A. MART and CALIFORNIA GIFT SHOW

L.A. Mart® is a registered trademark of MMPI. The California Gift Show® is a registered trademark of MMPI. Beckman's Handcrafted Show™ L.A. is a registered trademark of MMPI. L.A. Mart is home to nearly 200 permanent year-round, residential, decorative accessory and gift showrooms serving the retail and interior design industries. The California Gift Show Temporaries feature over 800 temporary exhibitors of lifestyle merchandise, home décor and furnishings, in the newly enhanced and expanded Temporaries at L.A. Mart and Los Angeles Convention Center, making the California Gift Show the preeminent market for gift and home furnishings products on the West Coast. L.A. Mart is located at 1933 South Broadway, Los Angeles, CA 90007. For more information call 213-763-5800 or visit www.californiagiftshow.com or www.lamart.com.

MMPI is a trade show and property management firm, specializing in managing buildings devoted to wholesale showrooms and commercial office space. MMPI produces more than 300 trade shows, market events and conferences each year.

MMPI manages The Merchandise Mart and 350 W. Mart Center in Chicago; Architects & Designers Building and 7 W New York in New York; Boston Design Center in Boston; L.A. Mart in Los Angeles; and Washington Design Center and Federal Center Southwest in Washington D.C.

Vornado Realty Trust, owner of MMPI, based in New York City, is a fully integrated real estate investment trust. Vornado's common shares are listed on the New York Stock Exchange and are traded under the symbol VNO.

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