

## FOR IMMEDIATE RELEASE

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### **7 W New York® Home Fashions Market Review March 8-12, 2010**

**(New York, NY - March 22, 2010)** 7 W New York Home Fashions Market Week was an energetic show, complete with a significant increase in attendance and a positive attitude felt by both exhibitors and buyers. The building welcomed a host of brand new suites and just-renovated and/or expanded showrooms. These included: Abhiasmi Inc - Jovi Home, A Paliwal Group Company; American Mills; Anchor Home Products; Cosmic, Inc; Cotton Valley Home; Hallmart Collectibles; Indo Count Industries LTD.; Paliwal At Home; Phoenix Home Fashion; Regence Home LLC; and Robely Trading.

Adding a new and exciting dimension to the market, the "Global Interiors Home Collection Show," sponsored by *Home Textiles Today*, took place in a large space on the 5<sup>th</sup> floor. The temporary showcase of international suppliers included companies hailing from Egypt, India, Pakistan, China and Germany.

According to Chris Collins, vice president and general manager, 7W New York, "We could not have been more pleased with every aspect of this market. A double digit increase in attendance for a buyer pool that is so powerful and so important to our tenants is very impressive and we are proud of our continued growth and increased strength of our position in this market."

A clever entry display, created by 7 W Stylist Nancy Alusick, was a sign of good things ahead. Textiles from a selection of the home fashions showrooms were artfully draped on mannequins supplied by Patina-V, one of 7 W New York's new showrooms specializing in mannequins, forms, decoratives, fixtures and shop concepts. Overall, buyers and attendees were enthusiastic about the market and the building as a whole. With the high number of building visitors, varied collection of quality sellers and upbeat atmosphere, the week exceeded expectations.

Clyde S. Zucker, President of M& Z Marketing Group INC., remarked, "Traffic was up with a good number of appointments and an increase in walk-ins — definitely more than we anticipated. Our projections for fall are positive. Buyers seem to prefer the atmosphere at 7 W."

Mark Burke, U.S. National Sales Manager, Safdie International, agreed, "The outlook is a lot more optimistic. People are taking chances on things they have never seen before. There is a lot more traffic and more meaningful, quality traffic. We are definitely up from last market. We saw more major buyers also."

Exhibitors at the Global Interiors Home Collection Show experienced good business as well. "We saw this as a great opportunity and we got some very good clients. Even

though we were late to register, and thus had less time to promote our presence, we still saw a great number of customers,” said Kamal Garg, VP Marketing, Pradip Overseas LTD.

See the attached list of textile suites and lines that exhibited at 7 W during market.

For complete and updated information about 7 W New York, visit [www.7wnewyork.com](http://www.7wnewyork.com). You can also find 7 W on Facebook and follow them on Twitter.

**7 W NEW YORK™** is a wholesale mart building, catering to the buyers of Home Décor, Table Top, Giftware, Textiles, Decorative Accessories, Fine Arts and related industries. Its daily hours of operation are Monday through Friday, from 9 am to 5 pm with extended hours during special market weeks. 7 W New York is a trademark of Merchandise Mart Properties, Inc. (MMPI).

**MMPI** is the world’s leading owner and operator of showroom buildings and trade show facilities, bringing buyers and sellers together in more than 300 market events, trade and consumer shows and conferences each year.

MMPI manages The Merchandise Mart and 350 West Mart Center in Chicago; Market Square, the Suites at Market Square, Hamilton Market, Plaza Suites, Furniture Plaza and the National Furniture Mart in High Point, N.C.; the Architects & Designers Building and 7 W New York in New York; the Boston Design Center in Boston; the L.A. Mart in Los Angeles; and the Washington Design Center and Federal Center Southwest in Washington D.C.

**VORNADO REALTY TRUST**, owners of MMPI, based in New York City, is a fully integrated equity 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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