

7 W NEW YORK® QUICKLY BECOMING THE GO-TO VENUE FOR NEW YORK'S HOTTEST EVENTS

Gen Art Holds First Benefit in Ten Years

NEW YORK (July 6, 2009) – On the evening of June 24th, 7 W played host to a truly star studded affair. Gen Art, the leading arts and entertainment organization dedicated to showcasing emerging fashion designers, filmmakers, musicians and visual artists organized “I Heart Gen Art” on the 11th floor. The event was the organization’s first fundraiser in nearly ten years. Mingling among the full capacity crowd were Zac Posen, Adrian Grenier, Nick Cannon, William H. Macy, and Adrien Brody.

It comes as no surprise that 7 W New York® has become the venue of choice for some of the country’s premier trade and consumer shows - Digital Downtown, SHOP NYC, VOLTANY Art Fair, Printsources, the Affordable Art Fair, to name just a few. Now that Gen Art has joined the ranks, 7 W, with its prime location, state-of-the-art facilities and impressive range of amenities, has truly established itself as a first class New York City event locale.

Diana Weissich, 7 W director of tradeshow sales, remarks, “We are very excited to be the venue for so many prestigious shows and events. We do everything we can on our end to ensure their success and it’s great to see all the hard work paying off in such a short amount of time.”

For video coverage of “I Heart Gen Art,” please visit:

http://www.myfoxny.com/dpp/entertainment/celebrity_news/090624_I_Heart_Gen_Art_Benefit

For more information on 7 W New York and a full list of permanent and temporary suites, please visit www.7wnewyork.com.

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 industry. 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 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 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.

###