

FOR IMMEDIATE RELEASE

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**THE NEWLY INTEGRATED CALIFORNIA GIFT SHOW® PRESENTS BUSINESS BUILDING
RESOURCES FOR BUYERS
AT TEMPORARIES AT THE L.A. CONVENTION CENTER AND L.A. MART®
JULY 17-20, 2009**

LOS ANGELES, CA (JULY 9 2009) – Retailer's from across the west will have more resources than ever before at the newly integrated California Gift Show this July. The ease of market experience- one registration process, one comprehensive show directory and one shuttle system is just the start. Once buyers arrive at either the Los Angeles Convention Center or L.A. Mart they will be presented with educational seminars and business resources that are focused on the forward looking trends as well as tools to survive these challenging economic times.

"We are excited to welcome thousands of show attendees to Los Angeles this summer," said Mark Fulet, vice president and general manager, L.A. Mart and California Gift Show. "We know they will find incredible new resources, both by way of not-to-be-missed product and business-building, best practices presentations and services. We believe our two show locations will satisfy all of their buying and educational needs."

Business building programs and services will be featured. Following are highlights:

Fair Trade Product and Programming Focus

As part of its partnership with the Fair Trade Federation (www.fairtradefederation.org), the California Gift Show will offer buyers access to more exhibitors with a heightened emphasis on Fair Trade products. The Fair Trade Federation (FTF) is the trade association that strengthens and promotes North American organizations fully committed to fair trade.

As consumers gravitate toward global product and embrace social responsibility, it has become more important for retailers to include ethically produced merchandise in their store's offerings. Many California Gift Show Buyers have indicated that they will be seeking fair trade products in 2009 and beyond. FTF members have been rigorously evaluated for their commitment to Fair Trade Principles and only companies displaying the Federation logo are recognized members, so buyers attending the show can easily identify them.

For the first time ever, the California Gift Show at the Los Angeles Convention Center will feature a pavilion dedicated to fair trade exhibitors located in the World Style division in Kentia Hall. On Friday on the South Hall stage from 3:00- 4:00 p.m. and Saturday from 12:00- 1:00p.m., Carmen K. Iezzi, Executive Director, Fair Trade Federation will present: "GREAT PRODUCTS, TREMENDOUS IMPACT: INTRODUCTION TO FAIR TRADE AND THE FAIR TRADE FEDERATION," introducing participants to the Principles of Fair Trade, ways to identify Fair Trade Organizations, and much more.

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Score! One-on-One Complimentary Business Consultations:

Service Core of Retired Executives (SCORE), a non-profit organization dedicated to strengthening small businesses nationwide, will be on hand for one-on-one consultations. All show attendees and exhibitors can register for a one half hour business counseling session with a volunteer member of SCORE LA, founded in 1964, and dedicated to providing professional guidance and information to maximize the success of American's existing and emerging small business. This free service is offered in five practical areas of learning including: Product Development, Marketing, Finance, Accounting and Export/Import.

Volunteers from this nonprofit organization, which was founded in 1964, provide professional guidance and information to maximize the success of American's existing and emerging small business. Most have owned or still own successful business – others come from high-level management positions; directors and VPs of Fortune 500 companies, owners of retail chains, manufacturing companies, distributors and franchisors – all on site at the California Gift Show at the Los Angeles Convention Center. Sessions are available from 10AM-NOON and 12:30-1PM Friday, July 17 – Sunday, July 19. Advance registration is encouraged, please log onto <http://www.californiagiftshow.com/show-info/attractions/#SCORE>. Counseling sessions are available on a first-come, first served basis.

Small Business- Professional Resources:

As an extension to the hugely successful grassroots initiative, the Prosperity Pep Rally, that was held at the L.A. Mart on June 16, the California Gift Show will feature business-to-business resources offering show attendees and exhibitors new options for managing the day-to-day operation of their business. Challenging economic times often lead to new ways of doing things including hiring new vendors for a fresh new approach. These business resources will available on-site at the Los Angeles Convention Center and in the Temporaries in the L. A. Mart. A few include: Tax Lady- Accounting services at the LACC, Retail Smart Guys- Retail Consultants at the LACC, Exhibitek- Booth and Exhibition supplies/ services at the LACC, The Company Image/ TCI Consulting – Financial Stress Management at the L.A. Mart and DM Steele- Printing Services at the LACC.

Please visit <http://www.californiagiftshow.com> for a complete list of events, exhibitors and show amenities. For more information, visit www.lamart.com

EDITOR'S NOTE: ROBYN WATERS KEYNOTE PRESENTATION, THE TRENDMASTER'S GUIDE FROM A TO Z has moved from Friday, July 17 to Saturday, July 18 at 9:30a.m.

SHOW HOURS & LOCATIONS:

L.A. MART

1933 S. Broadway, Los Angeles, CA 90007
9 a.m.–6 p.m. Tuesday, July 14–Thursday, July 16
9 a.m.–8 p.m. Friday, July 17 **LATE NITE!**
9 a.m.–6 p.m. Saturday, July 18–Monday, July 20

LOS ANGELES CONVENTION CENTER

1201 South Figueroa St. Los Angeles, CA 90015
South and Kentia Halls
9 a.m.–5 p.m. Friday, July 17–Sunday, July 19
9 a.m.–4 p.m. Monday, July 20

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L.A. Mart® is a registered trademark of MMPI. **The California Gift Show®** is a registered trademark of MMPI. L.A. Mart is home to nearly 300 permanent year-round, residential, decorative accessory and gift showrooms serving the retail and interior design industries. Combined, The California Gift Show and L.A. Mart Temporaries feature over 600 temporary exhibitors of lifestyle merchandise, home décor and furnishings, in the newly enhanced and expanded Temporaries @ L.A. Mart, and Los Angeles Convention Center making the New 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.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; 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, 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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