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12 Permanent Showrooms to Open at 7 W New York® for Upcoming NY Market Week

(New York, NY – January 20, 2010) 7 W New York is pleased to welcome a diverse group of 12 permanent tenants who will be launching their showrooms in time for the Gift & Home Textiles Week®, January 29 – February 4 and NYC Baby and Kids Fair, January 30 – February 1. The building has increasingly been attracting top-tier companies in a wide range of categories who are choosing 7 W for its growing reputation as a premier Manhattan venue, as well as for its amenities, central location, informative programming and popular events.

According to Chris Collins, “We continue to attract unique resources who recognize the multiple business opportunities here in NY and particularly here at 7W. Specifically, we are very excited to add a very nice roster of display and in-store design resources, which is a category that is so important to our marketplace at a time when retailers must differentiate themselves and create a unique experience for their customers. You will not find a more diverse assortment of resources in any market building in the country and we are proud of that position.”

Specializing in gift, retail display and design, interior design, home textiles, lingerie and childrens' accessories, the new suites at 7 W include:

Patina-V (717) – These creators of visual excitement are leaders in the display industry. They specialize in mannequins, forms, decoratives, fixtures, shop concepts and licensing. With over 23 years of experience, the multi-faceted product line of Patina V remains ahead of the curve in terms of quality and originality. Their exclusive use of the environmentally friendly DURA-FLEX/GREEN rotocasting system imbues products with superior strength and appearance. www.patinav.com

Alpha Display Co., Inc. (812) – Alpha Display is excited to have a permanent showroom in 7 W. Their 30 plus years in the manufacturing of high quality store fixtures have produced increased sales for many retailers. Additionally, an emphasis on forward thinking design coupled with an excellent team of value engineering-minded designers have made them one of the country's leading suppliers to retailers. There is no job too big or too small for Alpha Display. www.alphadisaplay.com

Mega Vision Inc. (514) – With over 25 years of experience, this leading manufacturer of custom and proprietary retail fixtures strives to outfit any space with the most attractive selling floor possible. A roster of A-List clients choose this company to provide their top-quality metal and wood gondolas, shelving units, nesting tables, clothing racks, shoe

racks and sign holders. Their design and engineering staff works directly with clients, and Megavision proudly manufactures each and every fixture themselves in their Brooklyn factory, combining old world craftsmanship and modern technology. www.megavisioninc.com

Classic Prager Inc. (419) – This manufacturer of top quality countertops, specialty flooring, fixtures and signage especially for retailers has been designing and manufacturing in New York since 1937. Their creations complement and accommodate a wide array of merchandise, from jewelry, accessories and cosmetics to china, glassware and ready-to-wear. www.ClassicPrager.com

Robin Wilson Home (925) – A pioneer in eco-friendly products in the design sector, founder Robin Wilson's signature style is "classic with a modern touch" through the use of texture, patterns and organic fibers. The design team is focused on the four principles of eco-friendly design: sustainable, reusable, non-toxic and recyclable. Wilson comments, "We are thrilled to be a part of this MMPI family of showrooms and cutting edge design teams." www.robinwilsonhome.com

Silly Souls (847) - Since 2002 babygags inc. - now doing business as Silly Souls - has been the original clever and socially - conscious baby company producing original and irreverently funny apparel, footwear and gifts "for the coolest babies." The Silly Souls line includes everything from baby shoes and cotton layette gift sets for 0-24 mos, big brother and sister gifts 2-6 years, hats, bibs, bottles, dish sets, birth announcements and socks. Featuring merchandise, which is both well designed and priced, their popularity has grown tremendously. Now the brand can be spotted internationally...only on the coolest babies of course. www.sillysouls.com

Spruce (RJS Global Resource & Design) (825) – Specializing in decorative accessories, vases, bowls, platters, pillows, artwork and candleholders, Spruce is very excited to be opening its first showroom ever at 7 W New York. The company remarked, "7 W is an ideal choice, because it services both the wholesale/retail sectors and now the visual industry. We are now working on creating unique gifts and accessories with these audiences in mind." www.rjsglobalresource.com

Abhiasi Inc. - Jovi Home, A Paliwal Group Company (707) – Abhiasi is an International home fashions textile manufacturer, specializing in design forward home décor accents. Their large range of offerings includes bathmats, rugs, throws, decorative pillows, floor cushions, curtains and textiles for bath, kitchen and dining room, juvenile and holiday collections. www.abhiasi.com

Creations by Alan Stuart, Inc. (628) – Alan Stuart offers a fashionable collection of well-designed spa and personal care items. What started as a simple ladies pedicure sandal has evolved into a "feel good chic treat for the feet on the go!" By the virtues of design, every **Pedi-Couture** style combines a therapeutic cure-all for virtually every type of foot pain ailment and is made in a fashionable collection of materials and colors. Pedi-Couture is available at a retail price point for every type of female consumer. In just a short time Pedi-Couture has amassed loyal devotees of every age and from every walk of life. www.Creationsbyalanstuart.com/ www.pedicouture.com

Cotton Valley Home (622) – This showroom features a distinctive collection of attractive and well-made bath and kitchen linens, housewares and seasonal items. New merchandise will be introduced every few months, so there will always be a steady stream of fresh items.

Robely Trading (423) – This internationally successful Canadian company opens its first American showroom at 7 W New York. With 45 years of experience, and a focus on quality and value, their extensive fashion-forward home design lines are guaranteed to please. Focusing primarily on bath, kitchen, dining and organization, the signature AQ label signifies both cachet and expertise. The legendary custom design team at Robely offers a hands-on approach with retailers who wish to individualize their vision in unique pieces. www.robely.com

Body Touch Lingerie (431) – Body Touch has been a family owned business for the last 40 years, making fine ladies sleepwear and robes. They offer ladies sleepwear and loungewear under the Body Touch brand, which is a contemporary collection of fine and romantic sleepwear and coordinating robes. The other trademark of Body Touch is Lights Off Night Wear, a fun line of sleepwear with novelty prints geared to the younger college age or working woman.

For complete and updated information visit www.7wnewyork.com or find 7 W on Facebook and 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 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.

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