

FOR IMMEDIATE RELEASE

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Tabletop Market & Printsource Double the Possibilities for Business at 7 W New York®

(New York, NY- March 16, 2010) - The 7 W New York® management team is committed to helping its showrooms and visitors get the most out of market weeks and is pleased to announce that the upcoming Tabletop Market Week (April 13-16) will run in tandem with *Printsource New York* (April 13-14,) the premier US market for surface and textile design. Taking place on the 11th floor, this complementary show will be an added bonus for tabletop designers and product developers shopping the market. Similarly, *Printsource* showgoers will be able to shop 7 W's great suites showcasing their newest product introductions. Attendees to both shows will have access to events and lectures that inspire and inform – with a special focus on digital. Both shows will each honor (with business card) registration badges for added convenience.

Printsource New York, which boasts hundreds of unique collections by international studios and agents, will feature original and vintage prints and artwork appropriate for use in apparel, bed & bath, kitchen and tabletop, paper goods, home textiles and other surface & textiles design applications

Chris Collins, vice president and general manager, 7W New York comments “We are very excited to be bringing these two events together for this very important market week. This will bring a completely new dynamic to the NY table top week which is something that all of us at 7 W believe is necessary to help the industry thrive.”

Entertaining at Home Lobby Display

Nancy Alusick, 7 W Stylist, will take inspiration from 4 key print trends, courtesy of *Printsource New York*, to create tabletop vignettes illustrating easy home entertainment and dining. A mélange of new product from 7 W tabletop suites will be cleverly arranged on unique fixtures & display units from 7 W store fixture showrooms.

Opening Day Key Note Presentation: *Serving it up On-line*

Tuesday, April 13

1 – 2 p.m. • 7 W / *Printsource New York* Event Suite

It has become clear that the digital revolution is a pervasive movement, touching almost every aspect of modern day life. The tabletop industry is not immune to this massive

shift in the way the world works. Kathleen Cella, Senior Account Manager of NPD, the leading global provider of consumer and retail market research information for a wide range of industries, will address various aspects of digital media's role in today's world, from online shopping and bridal registries to consumer purchase motivators and the evolving age factor.

Topic Tidbits:

- 7% of 2009 tabletop dollars came from online purchases
- 30% of online tabletop dollar sales in 2009 came from consumers age 55+
- The average selling price of an online purchase is nearly 50% higher than a store purchase
- There are more than 200 million blogs, and 34% of bloggers post opinions about products & brands

In addition to all tabletop attendees, this keynote is free to all *Printsource New York* Future Café participants. Other interested individuals can call 646-778.3209 to register.

FUTURE CAFÉ

Printsource New York will offer a comprehensive overview of fashion and home textile trends by the world's leading forecasting services. Presenters will include Promostyl, ESP Trendlab, Color Marketing Group and Pantone, among others. Those planning to come to the show can visit www.printsourcenyork.com for complete information and ticketing details.

7 W Anniversary Cocktail Celebration

Tuesday, April 13

5:00-7:00 p.m. – 7 W Event Suite

Attendees are invited to celebrate the New York Tabletop Week and 7 W New York's Fifth Anniversary. Cocktails and appetizers will be served at this not-to-be-missed industry meet and greet attracting buyers, manufacturers and designers. RSVP to 646-778-3209.

7 W Amenities & Services

- Complimentary Buyers' Kick Off Day Lunch
 - Noon – 2 p.m.– Tuesday, April 13
 - 7 W 34th Street Café
- Complimentary Luxury Limo Service between 7 W New York and 41 Madison
 - Tuesday, Wednesday, Thursday – each day from 10 a.m. – 4 p.m.
- Club 7 W Buyers' Lounge, Suite 729
 - Taxi, parking & commuter rebate desk, up to \$10
 - Complimentary coffee & water

- Internet, phone fax, access
- Industry & city information
- Coat Check

For complete and updated information about 7 W New York, visit 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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