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7 W ON TREND & ON TARGET THIS SPRING

*7 W New York@ Tabletop Week (April 12-15)
in conjunction with
Printsource New York (April 12-13)*

(New York, NY- April 27,2011) Vibrant products, events and a steady flow of business characterized this spring's garden/outdoor dining & entertaining themed Tabletop Week at 7 W New York. The show ran concurrently with Printsource New York, the premier market for textile and surface design, on 7 W's 11th floor event space. In addition to the Printsource attendees, buyers came to the building to scope out new products and trends during tabletop week. They enjoyed a grand opening garden party; a clever tabletop display with Printsource prints as inspiration, and outdoor furniture as a backdrop; in-suite events & product launches; and a dynamic presentation from stylist, designer and trend expert Callie Jenschke on tricks and tips for easy at home entertaining and what's hot for spring in tabletop for both inside and out.

According to Chris Collins, VP & General Manager, 7 W New York, "Tabletop week was very successful here at 7 W. We continue to see our market weeks improve as the level of optimism within the industry continues to improve. Without question, buyers are more strategic and demanding, which has forced the industry to step up the offerings and become more competitive which is good for all involved. The innovation, creativity and vast amount of color found in 7 W suites this week added to what we felt was a very exciting spring market."

The general consensus among buyers at 7 W was that the tabletop market was a productive and resourceful show as well. Representatives from Macy's, Dillard's, Horchow, Burlington Coat Factory, Fred Meyer, and others joined stores from around the world to visit the midtown location.

"We came to 7 W for Home Textiles week and decided to return for Tabletop. It's been a very exciting week. We have seen a lot of color and a lot of trends here and it seems like there is increased activity going on," remarked Jayme Janin, Trend & Product Development Coordinator, Fred Meyer.

Rebecca Osmolak, Category Manager, Schnuck Markets, Inc., noted, "I saw some great new and unique products that hit the right mark. I can't wait to get back and write some orders."

May Ann Syrek from M Studio Gallery, Inc. in Cold Spring, NY, added, "I like the building, especially during showtime. It is consistently a good trip for me. I've been coming here for around five years and there have always been quality showrooms and I can find what I'm looking for or discover new things."

7 W suites were also pleased with the tabletop week, reporting strong appointments and a general lively mood.

Ed Leibensperger, President, Wilton Armetale, said, "Things are really up. We have had lots of appointments this market. All of our key accounts came and we attribute part of that to 7 W's great, central location."

Greg Wolfe, from Gallery On Six, shared, "There's really a great vibe. We had good appointments and some really quality surprise hits."

Tom Moleski, Director of Marketing, ARC International, commented, "Our suite had a really great fall tabletop market and this one was even better."

Richard Cohen of Richard Cohen Collection, Inc., had a similar view, "It's been an exciting, upbeat market with enormous new intros from many vendors. We've had lots of appointments and all our major customers came."

Chuck Hoffman, COO, of longstanding suite Boston Warehouse, maintained, "7 W has been a tremendous building for us in general. And during this market we've noticed a lot of excitement and pent-up demand. It's been a great show for our fresh, innovative products."

On the whole, attendees and 7 W suites were positive about the week and held a cheery outlook for their businesses and the industry.

Next up on the 7 W calendar for May are the following events:

- Affordable Art Fair New York City, May 5 – 8, 2011 (www.aafnyc.com)
- Stationery Week, May 15* - 18, 2011
- Summer Sample Sale, May 31 – June 2, 2011

For complete and continually updated information about 7 W New York, keep visiting www.7wnewyork.com. You can also find 7 W on Facebook and follow them on Twitter. For additional information on Printsource New York, please visit www.printsourcenewyork.com.

*Weekend openings are optional, contact showrooms for appointments

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. Located at 7W 34th Street, 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; the Architects & Designers Building, 7 W New York, and Piers 92/94 in New York City; the Boston Design Center in Boston; the L.A. Mart in Los Angeles; the Washington Design Center in Washington DC; and Cleveland Medical Mart & Convention Center in Cleveland.

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PRINTSOURCE NEW YORK, the Premier Market for Textile and Surface Design, holds three shows a year in New York City. The event features hundreds of collections by international design studios and agents, with a focus on original and vintage prints, and attracts virtually every major US manufacturer and retailer in fashion and home textiles. By holding the

April show in conjunction with Tabletop Week, Printsource and 7 W will enable buyers to experience their respective industries from a fresh vantage point.

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