

7 W NEW YORK®
WRAPS UP GIFT AND HOME TEXTILES MARKET WEEK
IN UPBEAT FASHION

NEW YORK, NY (January 29, 2009) — At the close of the weeklong Gift and Home Textiles Market, 7 W New York's diverse showrooms reported quality traffic of both new and returning customers who were writing orders. 7 W sweetened the experience in its typical fashion of comfort and amenities, including free lunches, themed parties, extended shopping hours, giveaways, a top-notch ceramic art exhibit from Italy and free and easy shuttle service between show venues. Stressed-out retailers appreciated the extra attention and support in a challenging world.

From the moment that buyers entered the 7 W building, they knew that they were in for a New York-style treat from start to finish. Clever lobby displays, created with some of the trendiest products in the building signal a range and diversity of exceptional finds. Objects on display were pulled from Antiques and Interiors, RAZ Imports, Compact Novelties/Storage Sense/Axis Imex/Waverly, Gund, Peking Handicraft and MidWest/Seasons of Cannon Falls.

According to Chris Collins, vice president and general manager of 7 W, "We were pleased with the results of our market week. The vendors and attendees were upbeat and many reported strong order writing. Our Monday night event produced record attendance so it was clear that many retailers chose to do their business here rather than incurring the costs to travel to another market."

In fact, Monday evening, the traditional night when shoppers arrive in droves to party and buy, was especially inviting and festive with a Mardi Gras theme. A highlight was a drawing for an all-expense paid trip to New Orleans, won by Joseph C. Tenaglia Jr. of Joseph Design LLC, Wildwood Crest, NJ.

Last year, Judy Crystaloski, Snow's Home and Garden in Orleans MA, was the winner of an all-expense paid cruise. She was back again, sourcing products for her store, "I have been shopping at 7 W since they opened. I came to the party last year and wrote a big order at Colonial Candle. On my way out of the building I dropped my card in the bowl and won the cruise. It was wonderful treat. We are already planning to take another cruise."

Throughout the building, suites stepped up their hospitality offering drawings, wine-tastings, exotic foods and drinks. On Monday, Kurt Adler welcomed buyers to a widely popular lunch that culminated in a raffle drawing for two tickets to Broadway's hottest show – *Billy Elliot*. Alyssa Werner of Werner's for Home and Family was the winner. P.J. Trovato of Kurt Adler, reported that business was steady throughout the market – with a surprising number of customers visiting their showroom on Saturday. "We saw a lot of our customers that have been shopping with us for the last 20 years. Their visits are critical to our business success."

In another positive indicator for the building, 7 W celebrated several new and expanded showrooms with official ribbon cuttings. RAZ Imports moved to a larger new space on the building's tenth floor (Suite 1015) while Gund/Enesco broke-in a bright new showroom on seven (Suite 704).

Fred Curran of Boston Warehouse found that business was strong in their new larger showroom, "This show has been great for us...especially the animal house line of fun kitchen tools. Buyers were looking for creative ideas for home and entertaining. Our best seller was a whale ice cream spade."

Leigh Malanga, showroom manager of Donna Sharp also reported a great show, "Hands down this was a very positive week. We had 50% more orders than this time last year. Our customers are very loyal... This show, in particular, offers more bang for the buck since NY for a weekend is a treat."

As Jill Rebholz of Cachet in Chatham NJ put it, "On the whole my customers want pretty things that make them feel happy - but are useful as well. At this show, people are doing more careful looking and buying as they adapt

to current economic climate. I love this building and use it all the time.”

Photos of the show and events will be available on the 7 W New York website - <http://www.7wnewyork.com/photogalleries.html>.

The New York Home Textiles Market Week® is a registered trademark of George Little Management, LLC.

7 W NEW YORK™ is a wholesale mart building, catering to the buyers of Home Décor, Table Top, Giftware, Textiles and Decorative Accessories. 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).

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