

FOR IMMEDIATE RELEASE

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7 W KEEPS IT COOL IN AUGUST

Boasting avant-garde programming & products

7 W New York® Gift & Home Textiles Market Week®

August 13-19, 2010

Featuring

NYC Baby & Kids Fair

August 16 – 18, 2010

(New York, NY- May 24, 2010) There will be something for everyone at 7 W New York® this August, as the Gift & Home Textiles Market Week runs in tandem with the building's popular NYC Baby & Kids Fair, featuring the best in baby & kids fashion accessories, furnishings, gifts, textiles and more.

Along with the incomparable selection of merchandise offered at the Baby & Kids Fair on the 11th floor and in the 7 W suites, the building will host exciting events. Highlights include a presentation on Pop-Up retailing from *PopUpInsider* Founder and CEO, Christina Norsig and professional real estate guru Eric Michael Anton; a British gift ware preview hosted by the UK Trade & Investment of the British Consulate-General NY; and an informative and lively "Retailer Roundtable" discussion; as well as in-suite events and giveaways.

Opportunities for after-hours shopping will keep the market operating in high gear. During the building-wide soiree on Monday, showgoers will enjoy a boardwalk themed evening as they shop the Gift & Home Textiles Market suites. They can also head to the 11th floor during the Baby & Kids Fair opening night party to toast Fair exhibitors and check out their innovative offerings.

Su Hilty, VP of Marketing, 7 W New York, remarks, " The upcoming market promises to be one of the most exciting Gift Weeks since our opening a mere 5 years ago. Not only will we have cutting edge programming for attendees, but there are many new suite openings and expansions scheduled, that will add a new product dimension to the already diverse product mix in the building. In addition, with our many showrooms and lines only found in NYC at 7 W, we look forward to welcoming more gift week attendees than ever before."

A handpicked selection of 7 W product will be on display in the lobby, offering visitors a sneak peak of what lies ahead. In addition, 7 W showrooms will roll out the red carpet for special in-suite programming and parties. Attendees should visit www.7wnewyork.com, or find 7 W on Facebook and Twitter for more details closer to the show.

Day to Day Events

Friday, August 13 – 9 a.m. – 5 p.m. - Shop 7 W First on Friday

Market-goers can get a jump on the rest of the crowd and shop first at 7 W. All International buyers and Shop 7 W First attendees will be welcomed with showroom specials, raffles, giveaways and specialty refreshments – co-sponsored by the 7 W Exhibitors Association.

Complimentary Buyers' Lunch • Noon–2 p.m.

Uniquely UK – Preview Reception

4 – 6 p.m.

7 W Reception Suite

UK Trade & Investment of the British Consulate-General NY will host an exclusive preview of British giftware. All buyers, press, manufacturers and reps are welcome to attend and be the first to see the best and brightest of UK giftware companies. Attendees will enjoy traditional British fare while indulging in transcontinental networking.

Saturday, August 14 – 9 a.m. – 7 p.m. – Late Night Shopping

Complimentary Buyers' Lunch • Noon–2 p.m.

7 W Keynote Presentation: Pop-Up Shop 101

4 p.m.

7 W Event Suite

Christina Norsig, founder & CEO of *PopUpInsider* will offer her inside info on how to create a successful Pop-Up Shop. Joining this retail, technology and marketing expert will be Eric Michael Anton, one of the country's leading investment sales professionals with expertise in real estate development and construction management.

Pop-Up Shop Gallery Reception /Late Night Shopping

5 – 7 p.m.

Pop-Up Shop Gallery

Saturday night at 7 W includes additional shopping hours with refreshments building-wide, as well as a reception fêting FIT students' contribution to an impressive Pop-Up Shop Gallery. The Gallery is made up of product assortments and visual merchandising and marketing plans — all based on 7 W products.

Sunday, August 15 – 9 a.m. – 6 p.m.

59th Annual Retailer Excellence Awards

6 – 10 p.m.

The Lighthouse at Chelsea Piers

Gifts & Decorative Accessories will celebrate the 59th Annual Retailer Excellence Awards, which recognize excellence in retailing and individual achievement. During this festive industry gathering, 2010 finalists will be recognized, retail category winners will be announced and special recognition awards will be presented. Introduced in 1951, the Retailer Excellence Awards are among the most prestigious in the industry. Tickets are

\$150 each, including cocktails and dinner. They are available through www.giftsanddec.com.

Monday, August 16 – 9 a.m. – 8 p.m. – Late Night Shopping

NYC Baby & Kids Fair Opens at 7 W • 10 a.m. – 8 p.m

Keynote Presentation: Retailer Roundtable

Sponsored by *Gifts and Decorative Accessories*

1 - 2 p.m.

11th Floor Event Space

Past winners of the Retail Excellence Awards will take center stage to discuss what it takes to be an award recipient. Topics covered will be store design, marketing, visual merchandising, and use of the internet to have an award-winning business. The discussion will be moderated by Caroline Kennedy, Editor-in-Chief of *Gifts & Decorative Accessories*. Complimentary lunch will be served.

On The Board Walk at 7 W • 5–8 p.m.

Buyers are invited to join 7 W ***On the Board Walk*** for raffles, games and other summertime fun and food. This is a great opportunity to stroll through the Gift Suites at 7 W, enjoy cocktails and appetizers and enter to win a Boardwalk Weekend Vacation for two, in historic Cape May. Trip includes 2 nights lodging, and dinner for two. (Retail Value = \$1500)*

NYC Baby & Kids Fair Opening Night Party – 5 - 8 p.m. • 11th Floor

Attendees will enjoy cocktails and hors d'oeuvres while networking with manufacturers, buyers and experts in the baby & kids fashion accessories, furnishings, gifts and textile industries.

Tuesday, August 17 – 9 a.m. – 6 p.m.

NYC Baby & Kids Fair at 7 W • 10 a.m. – 5 p.m.

Special Presentation: Baby & Kids Product Profiles

Sponsored by *Baby & Kids Magazine*

1 - 2 p.m. • 11th Floor Event Space

Presenting their product on the podium during lunch will be owners, reps and manufacturers of the newest, latest and most interesting product being showcased at the Fair and in the Suites at 7 W. Moderated by Mary Gerlach, *Baby & Kids* Associate Editor, attendees will get an overview of more than a dozen different products during the five minute speed selling presentation. A listing of presenters will be available shortly.

Wednesday, August 18 – 9 a.m. – 6 p.m.

NYC Baby & Kids Fair at 7 W • 10 a.m. – 3 p.m.

This is the last day to shop the fair!

Thursday, August 19 – 9 a.m. – 5 p.m.

Wrap up the show @ 7 W

AMENITIES & SERVICES @ 7 W

34th Street Café

Complimentary Buyers' Lunch • Noon–2 p.m.

- Friday, August 13 • Saturday, August 14
- Monday, August 16 • Tuesday, August 17

CLUB 7 W—Buyers' Lounge - Suite 729

- Complimentary coffee and water
- Parking/commuter/taxi rebate desk
- Phone, fax and Internet access
- Trade, building & city information

NYC Baby & Kids Fair Information Kiosk – 11th Floor

- Open during Fair hours
- Parking/commuter/taxi rebate desk
- Building & city information

Complimentary Transportation Between Show Venues

Let the 7 W Travel Ambassadors help you get back and forth with ease. Visit them at 7 W New York, the Jacob K. Javits Convention Center or Pier 94 for assistance and information.

Trolley Transport - From the Jacob K. Javits Center -

- Sunday, August 15 • 9 a.m.–5 p.m.
- Monday, August 16 • 9 a.m.–7 p.m.
- Tuesday, August 17 • 9 a.m.–5 p.m.
- Wednesday, August 18 • 9 a.m.– 5 p.m.
- Thursday, August 19 • 9 a.m.– 1 p.m.

Luxury Limos - From The Passenger Ship Terminal Piers/Piers 94

- Saturday, August 14 • 10 a.m. – 6 p.m.
- Sunday, August 15 • 10 a.m.– 4 p.m.
- Monday, August 16 • 10 a.m.–7 p.m.
- Tuesday, August 17 • 10 a.m.–4 p.m.
- Wednesday, August 18 • 10 a.m.– 3 p.m.

Taxi - From anywhere—rebates are available for your ride to 7 W

Other Options

NYC Bus – M34 (34th Street Crosstown Bus) or Walk (less than a 20 minute stroll across 34th Street)

NY Market On The Town: Free Market Week admission to the Brooklyn Museum

200 Eastern Parkway, Brooklyn, NY

Only in NYC! Show attendees can visit the Brooklyn Museum – for free – during summer 2010 Market Week, compliments of NYIGF, 7 West New York, 41 Madison and 230 Fifth Avenue! The 2010 summer badge allows admission at any time during Market Week (August 14-20). The Museum is easily accessible by the NYC Subway's Seventh Avenue express (2 or 3) to the Eastern Parkway/Brooklyn Museum stop.
www.brooklynmuseum.org

Exhibitions on view include Andy Warhol: The Last Decade – the first United States museum exhibition of the late works of American artist Andy Warhol (1928–1987); To Live Forever: Art and the Afterlife in Ancient Egypt; and more.

Transportation to 7 W New York

Hotel Accommodations:

Premier hotel accommodations at discounted rates are available now for The New York Gift Week. Spots fill up quickly, so visit www.7wnewyork.com and click on “Travel” to make your reservation today.

Save on Hotel Accommodations with Club Quarters:

To make your reservation, visit clubquarters.com, using 7 West as your password, or call 212.575.0006 and ask for the 7 W New York rate.

Save 7 percent on American Airlines:

Flight discounts are available when you fly with American Airlines. Available on all fares including first class, the 7% discount applies to all domestic and international segments of American Airlines and American Eagle flights. NO Booking fees will be charged when booking flights online. Service fees apply when making reservations over the phone. To book directly with American Airlines, log on www.aa.com or call (800) 433 1790. Be sure to use the follow code: 1280AB

Save 10 percent on AMTRAK Rail:

Please call 800.USA.RAIL and reference fair code X27A-975 to receive a 10 percent discount off of the lowest fair.

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 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.

Home Textiles Market Week® is a registered trademark of GLM, LLC, a dmg world media business.

*No purchase necessary. Void where prohibited. Odds depend on number of applicants who participate. Retail value of prize = \$1500.

Participants may enter by dropping their business cards in the glass bowls located on each gift floor or by sending a self-addressed stamped envelope to “7W Giveaway”, c/o Merchandise Mart Properties, Inc., Marketing Department, 7 West 34th Street, New York, New York, 10001. All mail entries must be received by August 16, 2010 for participation. Rules are available upon request.

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