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**7 W ANNOUNCES LAUNCH OF PANGEA HOME**  
*Two 7 W Tenants Join Forces on Timely New Venture*

(New York, NY – December 9, 2009) 7 W New York® is proud to announce the upcoming launch of Pangea Home during 7 W Winter Gift and Home Textiles Market Week®, January 29-February 4, 2010. The new brand is the result of a relationship forged between 7 W tenants Cloud9Design, a manufacturer of a wide range of home textiles, and Gerry Nichol Company, a purveyor of high-end pillows. Pangea Home will combine the modern aesthetic and manufacturing power of Cloud 9 and the business-savvy and high design of Gerry Nichol Company, offering richly textured decorative pillows, which are both luxurious and affordable.

According to Chris Collins, vice president and general manager, 7 W New York, "This is a very exciting new initiative by two of our tenants here at 7 W that we are very pleased to support. Given the fact that the strengths of these two business-savvy organizations will be leveraged to support this new endeavor, I am confident that this effort will be very successful and an exciting addition to our roster."

When it came to finding a home for the company, 7 W was the obvious choice. Gerry Nichol of the Gerry Nichol Company explained, "We chose 7 W simply because, as current tenants, we are thrilled with this building. The location, amenities, aesthetics and extraordinary employees of 7 W all worked to convince me that this is an ideal home base for the brand and a great place to launch it in New York."

The merging of the brands was a natural. Nichol continues, "We met at 7 W. I was searching for a partner to help me start a modern line and I was impressed with Cloud 9's operations." Subsequently, the companies put their heads together, realized a need in the market and acted on it.

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Comments Vinay Golchha, owner of Cloud9Design, "Contemporary pillows are too expensive for designers today. We have chosen to bring the same quality to the market, but at a much more competitive price point. We are taking into account that many designers have tighter budgets."

Pangea Home's line will primarily be composed of pillows made using high quality linen, velvet and silk. The overall feel of the line is one of comfort, modernity and innovation with an emphasis on texture. Nichol notes, "The great thing about our interpretation of linen is that it is elegant and lends itself to both modern and traditional settings." Additionally, in order to make the line designer-friendly, nearly all of Pangea Home's products can be customized for clients needs.

For complete and updated information about 7 W New York visit [www.7wnewyork.com](http://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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