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Record-Level Attendance + Strong Sales at 7 W New York® Gift and Home Textiles Market Week® NYC Baby & Kids Fair

(New York, NY – February 16, 2010) 7 W New York Winter Gift and Home Textiles Market Week was a great kick off to the New Year, with attendance up 25% and all signs pointing to a prosperous 2010. The success of the first ever NYC Baby & Kids Fair was yet another indicator of good business ahead. The two shows attracted a varied and notably enthusiastic group of attendees who checked out the trove of new and cutting edge wares in a variety of categories. In contrast to the city's winter chill, inside 7 W, a feeling of spring was in the air. Fresh product filled the shelves of the building's permanent suites and the aisles of the Baby & Kids Fair, new ideas emanated from the informative keynotes and a cheery outlook was reported by both exhibitors and attendees alike. Lively in-suite events, a varied product mix from 7 W's exhibitors and suites and the building's unparalleled amenities were cited as components of the successful market.

According to Chris Collins, vice president and general manager, 7 W New York, "It was a very exciting show season overall with a very welcomed renewed optimism from the buyers and the vendors. NY Gift Week was clearly one of the best and most productive in many years. The launch of our Baby and Kids Fair exceeded all expectations and will be a great addition to this market week going forward".

International Buyer's Day, a 7 W tradition, started off the week with showroom specials, raffles and giveaways celebrating the attendees who make it to 7 W from across the globe. Overall, visitors were impressed by the offerings from both the long standing 7 W tenants as well as the new suites including gift, home textile, baby and kids and store display companies.

The official launch of the first ever **NYC Baby & Kids Fair** was cause for celebration, as over 50 exhibitors unveiled their diverse and unique offerings to a steady flow of show-goers. Those coming for the Gift Show this season found the 11th floor a pleasant surprise. Veteran Gift and Home Textiles Market attendee and successful Interior Designer Benay Don noted, "I was thrilled to see great

new product from some of my usual go-to 7 W suites as well as from the new tenants. The Baby & Kid Fair was a plus as I often have clients with children.”

Jon Ivers, a kid and baby buyer for CSN stores, remarked, “I try to come to Gift Show every year anyway, but when CSN heard about the new Baby and Kids Fair, they booked my ticket right away. There really isn’t enough baby and kid at Javits to make it worth the trip and the atmosphere is not as warm and friendly. I saw a lot of new and innovative product at 7 W that I wouldn’t be able to find anywhere else.”

Exhibitor Nick Plagge of Creative Baby Inc, also took note of the benefits of 7 W as a venue, “the intimate setting has made us more accessible to buyers and even other exhibitors who we can network with. We were looking for an upscale feel that would attract good business. We even had Toys R’ Us and Babies R’ Us stop by.” Added Rosalie Rodd of Stephan Baby a few booths over, “It’s great to get all these new accounts. I’ve written a lot of orders so far and I just met with a Neiman Marcus buyer. It’s very exciting!”

The vigorous buying was also a trend in the suites below. Asked how sales were, Angela Roberts, National Sales manager of K & K Interiors, asserted, “Fabulous. Steady. We are already completely sold out of some lines. It’s been a phenomenal market - best we’ve had in about 3 - 4 years.” Isadora, of Isadora & Mizrahi, agreed, observing, “People are in good spirits and buying. It is not all doom and gloom anymore.”

Attendees to the market enjoyed lively and informative “Kid’s Keynote” presentations. **Kids Today** Editorial Director Jenny Heinzen York opened the series, covering key business and fashion trends and offering eye-opening statistics like the 462% rise in moms using social media. If audience members had attended York’s presentation, the likes and dislikes of the savvy moms on Saturday’s panel would have come as no surprise. The moms dished on their favorite products and consumer habits. All right on trend were the ladies’ inclination towards online shopping, green products and baby rooms that aren’t too “babyish.”

Finally, ending the three part programming with a bang, **The Giggle Guide’s** Leesa Valentino shared key information about the phenomenon business owners can’t afford to ignore: social media. With internet users driving content and spending record-breaking time on social media sites, Valentino stressed the need for businesses to create their own SMM (Social Media Marketing) plan including creating blogs, Facebook pages and utilizing twitter. Not only will companies be able to talk “with” their consumers rather than “at,” they will be able to measure how often the company or its goods are talked about.

Another highlight was star and domestic violence activist **Robin Givens’** heartfelt presentation entitled “Thoughts and Things.” Family snapshots and personal

words to live by inspired her new dinnerware collection, which is decorated with her motto “laugh...linger...love” and is in keeping with the trend of products related to a cause. Givens then headed over to Gallery on Six, where attendees had the chance to see her wares and get a signed copy of her book “*Grace Will Lead me Home.*”

The **7 W Sock Hop** was a great networking and shopping event. Professional swing dancers filled 7 W’s lobby and oldies set the mood for a late night buying extravaganza, with visitors circulating every floor - some entering a chance to win 8G iPod Touches. The lucky winners are: Judy Geyer, designer at The Gift Shop at Hinkle’s; Heidi from Heidi’s Cottage; Jessica Kirk-Meyers of heliotrope; Linda Motley, owner of P.S. the Letter; and Brian Battaglia of Battaglia’s Home.

Pictures available upon request.

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.

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