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7 W NEW YORK® PIONEERS NEW SALES SPECIALIST PROGRAM

Offering 7 W Showrooms Year-Round Representation

(New York, NY – May 10, 2010) 7 W pioneers a new program offering showrooms an opportunity to increase their business and bring added value while taking advantage of all of the unique opportunities in NYC. 7 W New York's Showroom Sales Specialist Initiative is designed to allow more showrooms to take advantage of 7 W's day-to-day and in-between market traffic. The building has recruited experienced sales specialist Tania Perez-Nieves to lead the program and be the central point person. Perez-Nieves will serve as head salesperson/showroom manager, assisting in representing suites during markets and regular business hours. With over 15 years of experience in showroom management and sales, Perez-Nieves also possesses strong communication skills in both English and Spanish.

Chris Collins maintains, "We have been working on this very important program for quite some time. The key was to make sure that we recruited the right person and we believe we have a superstar in Tania. Orders were being written during the first week of the program, which was exciting for all of us. This program will mature quickly and become a very important value added service offered to our tenants."

Among Perez-Nieves' wide range of services:

- Meets the demands of the showroom, including being available for high level training and product/brand immersion for optimum performance
- Is regularly stationed in the lobby to ensure that participating showrooms receive personal contact with each and every buyer that comes into the building
- Provides buyers with product information (including catalogs and sell sheets etc.), as well as company contacts
- Communicates sales leads on a timely basis with the individual company executive to ensure opportunities are not missed
- Works to ensure that buyer leads receive the necessary follow-up
- Makes certain participating showroom is in order and proper contact signage is displayed
- Heads up and executes customer outreach in a wide range of buyer categories from specialty retailers, to national chains, to the designer community.

For complete and updated information about 7 W New York, visit www.7wnewyork.com. You can also find 7 W on Facebook and follow them on 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.

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