

**7 W NEW YORK® LAUNCHES
NYC BABY & KIDS FAIR**

New Fair to Run Concurrently with Gift & Home Textiles Market Week®

(New York, NY – September 17, 2009) - 7 W New York continues to be “business central” for the best markets and fairs in NYC. In order to continue to deliver more value to its buyers and showrooms, the building is pleased to announce its latest initiative. This February will be the launch of the first NYC BABY & KIDS FAIR, which will take place on the 11th floor during three days of the 7 W Gift and Home Textiles Market **(January 30 - February 1, 2010)**. Exhibitors will display baby and kids apparel, accessories, furnishings, gifts and textiles to a robust audience of buyers from across the country.

The baby and kid industry is a diverse, multi-billion dollar market that continues to grow, even in challenging times. This has been fueled by higher birth rates and an overall shift to a more baby and kid-centric culture. In creating this new show, 7 W recognized the synergistic opportunity between the baby/kids and gift/textile markets. It also recognized the market potential of New York City.

According to Chris Collins, vice president and general manager, 7 W New York, “Baby and Kids is a huge category that crosses every industry that we service and some that will be new to us and the NY Gift Market Week. We are located right in the heart of the baby, fashion and accessories district so this is a chance for us to bring these categories and many other categories together for one boutique market. One of our key objectives is to attract a new population of buyers to the NY Gift Week by introducing this market to a core of vendors that otherwise would not participate.”

Pat Martinek, founder and owner of the Martinek’s Baby and Children Pavilion, and a current 7 W exhibitor, agrees, “There is obviously a need in the NY area for a market like this. In the past, buyers have had to go to Las Vegas or the South. It is time that NY has its own thing.

The opportunity for a vendor to show in this market area is tremendous. This city delivers high quality buyers that are more affluent and have excellent taste. At 7 W we regularly see these qualified buyers. They are real buyers - not just “lookers”. I am really excited about this new 7 W venture.”

Booth spaces will start at 10’ x 10’ increments to encourage the participation of new boutique and niche-focused companies. 7 W New York is also offering special launch pricing for this exciting new fair. Interested exhibitors should contact Diana Weissich, Director of Trade Show Sales at 646-778-3231 or dweissich@mmart.com for information and pricing.

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 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 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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