

FOR IMMEDIATE RELEASE

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**7 W ANNOUNCES TOP-NOTCH KEYNOTE PRESENTATIONS
AT FIRST-EVER NYC BABY & KIDS FAIR
January 30 – February 1, 2010**

(New York, NY – November 2, 2009) 7 W New York's first-ever NYC Baby & Kids Fair, January 30 - February 1, 2010, promises to be an exciting new event with inspiring and business-enhancing keynote presentations from industry experts. The fair, on the building's 11th floor, will coincide with three key days of the 7 W Winter Gift and Home Textiles Market®, offering an added value and mutual benefit to exhibitors and attendees of both shows. NYC Baby & Kids Fair exhibitors will display baby and kids fashion accessories, furnishings, gifts and textiles to a robust audience of buyers from across the country. The co-location of the baby/kids and gift/textile markets means an increase in overall attendees and buyers and allows for synergistic business opportunities, which might not otherwise be possible. These factors along with 7 W's location in the heart of NYC's baby, fashion and accessories district will make for a solid market.

According to Chris Collins, vice president and general manager, 7 W New York, "NYC Baby & Kids Fair is a very important initiative for us as we look to expand the attendee and exhibitor base for the New York Gift and Home Textiles Market Week. We expect that it will be a very successful launch as we have some fabulous companies with exciting product offerings committed to this fair. We look forward to bringing new buyers and sellers together and ultimately strengthening the NY market as a whole."

Programming highlights include invaluable presentations from experts with various roles in the baby & kids arena, among them editors, publishers, buyers and moms.

Scheduled Keynote Presentations:

Trends from Tots to Tweens

Saturday, January 30 • 1 - 2 p.m. • 11th Floor Event Space
Editorial Director, Jenny Heinzen York of ***Kids Today*** will cover all the key business & fashion trends in the baby & kids industry today and will offer helpful statistics.

Out of the Mouth of Babes' Moms

Sunday, January 31 • 1 - 2 p.m. • 11th Floor Event Space
Moderated by Lori Fisk-Connors, publisher of ***Baby & Children's Product News*** magazine, a panel of new moms and moms-to-be will discuss their wish list for baby & kids manufacturers and retailers.

Social Media Marketing to Moms

Monday, February 1 • 1 - 2 p.m. • 11th Floor Event Space
Editorial Manager of ***The Giggle Guide***, Leesa Valentino, will discuss the dos and don'ts of social media marketing and how to use these new tools to improve business operations.

Booth spaces for the fair 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 initiative. Interested exhibitors should contact Diana Weissich, Director of Trade Show Sales at 646-778-3231 or dweissich@mmart.com for information and pricing.

Amenities @ 7 W

CLUB 7 W—BUYERS' LOUNGE – Suite 729

- Phone, fax and Internet access
- Library of industry periodicals
- Parking/commuter/taxi rebate desk
- Complimentary coffee and bottled water

NYC Baby & Kids Fair Information Kiosk – 11th Floor

- 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 Piers 92/94 for assistance and information.

Luxury Bus Transport

From the Jacob K. Javits Center

Sunday, January 31 • 9 a.m.–5 p.m.

Monday, February 1 • 9 a.m.–7 p.m.

Tuesday, February 2 • 9 a.m.–5 p.m.

Wednesday, February 3 • 9 a.m.– 5 p.m.

Thursday, February 4 • 9 a.m.– 1 p.m.

Luxury Limos

From The Passenger Ship Terminal Piers – Pier 94
Saturday, January 30 • 10a.m. – 6 p.m.
Sunday, January 31 • 10 a.m.– 4 p.m.
Monday, February 1 • 10 a.m.–7 p.m.
Tuesday, February 2 • 10 a.m.–4 p.m.
Wednesday, February 3 • 10 a.m.– 1 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)

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 at the Membership Only Boutique Hotel, 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% discounts 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 code: **A4210AN**

Save 10 percent on AMTRAK Rail:

Please call 800.USA.RAIL and reference code **X02A - 974** to receive a 10 percent discount off of the lowest fair.

Keep visiting the 7 W New York Website (www.7wnewyork.com) for additional information and market updates 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.

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