

## **FOR IMMEDIATE RELEASE**

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### **7 W TEAM GAINS NEW TALENT**

#### ***Dynamic Jessica Kreider Named Marketing Manager at 7 W New York***

(New York, NY – November 1, 2010) 7 W New York® is pleased to welcome Jessica Kreider as Marketing Manager to the 7 W New York / MMPI team. In her new role, Kreider will work closely with VP of Marketing, Su Hilty, to support all of the 7 W New York events and shows and will assist in driving the mart's comprehensive and effective marketing initiatives.

According to Su Hilty, VP of Marketing for 7 W, "We found a truly great asset in Jessica. From the moment she joined us at 7 W, she hit the ground running. She had to, because we had the NY Gift & Home Textiles Market event in her first month on staff. We are already greatly benefiting from her energy, enthusiasm and creativity."

Kreider comes to 7 W with a rich and diverse background in leadership, event planning, and relationship building. She has held positions in prestigious organizations such as MSKCC and BNP Media, as well as worked on high profile NYC events (Fashion Week & The Tribeca Film Festival). While at BNP Media, she excelled in event logistics, IT, Web Design, and restructured the marketing plans and objectives for over 10 publications, resulting in profit gains of over 30%. She continued to hone her marketing skills and help spread the word to raise over \$3 million for Memorial Sloan Kettering Cancer Center, one of the top three institutions in the country.

For complete and updated information 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.

**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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