

FOR IMMEDIATE RELEASE

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LOOKING AHEAD TO A LIVELY 2011 7 W New York® Gift & Home Textiles Market Week® January 28 – February 3, 2011

(New York, NY- November 30, 2010) Coming off a successful fall market season, 7 W New York is already looking forward to an energetic 2011. The Gift & Home Textiles Market Week at 7 W 34th Street will start the year off right with special shopping days, industry gatherings and daily prize drawings. The building's networking opportunities and eclectic product mix (including many brands and lines found only at 7 W) add up to a dynamic shopping experience for retailers, large and small.

According to Chris Collins, vp and general manager, 7 W New York, "We expect 2011 to be a very exciting and successful growth year for all of our tenants and the retailers, which they serve. All of our markets in the second half of the year were up significantly and optimism was restored. We believe this momentum will carry into 2011 and the enthusiasm will continue and yield positive results. The NY Gift and Home Textiles Market should kick off the year in a positive fashion and we expect that to carry forward to the other markets as we progress through the year."

7 W New York will offer a First-Class buying experience with the following events and amenities:

- **Shop 7 W First on Friday** (January 28) – A day of events with extras specifically designed for shoppers who want to beat the crowds. Gift bags and showroom specials are just some of the perks.
- **Saturday Twilight Shopping** (January 29) – From 4 – 6 p.m., refreshments will be served throughout the floors to make weekend shopping more enjoyable.
- **Only in NYC! Ice Dancing with U.S. Olympian Ryan O'Meara** (Saturday, January 29) – Attendees to the NY Market are invited to Citi PondSM at Bryant Park from 6:30-8:30 p.m., to skate with Ryan O'Meara – a former Olympic ice dancer turned home retailer! Participants can present their winter 2011 NY Market badge for free VIP FastPass admission and skate rental. As an added bonus, attendees can enjoy the VIP FastPass admission and free skate rentals throughout Market Week (January 28-February 3) – compliments of NYIGF, 7 W New York, 41 Madison and 230 Fifth Avenue.
www.CitiPondAtBryantPark.com
- **PARTY FOR LIFE! - Gift For Life Gala** (Sunday, January 30) – Marketgoers are invited to the Boathouse in Central Park from 6:30 – 10 p.m. in support of DIFFA (Design Industries Foundation Fighting AIDS), - a great event benefitting a great cause. Fair and market attendees have the opportunity to join the gift & home industry to celebrate *Design for Life Award* honoree Kathy Ireland, *Trailblazer Award* honoree Marcia Miller

and *Bert Tonkin Gift of Giving Award* honoree David Moses. Mingle with fellow industry colleagues for an evening of fun, food and frolic. For tickets contact Steven Williams at swilliams@difff.org or 212.727.3100. <http://www.difff.org/giftforlife.asp>

- **Monday at 7 W: Winter Wonderland** (January 31) – It may be cold outside, but with 7 W NY showrooms open until 8 p.m., buyers will have a warm and inviting destination to continue their winter shopping. After hours events throughout the building will provide attendees with a fun-filled atmosphere in which to find those must-have items. Food, drink, a holiday prize wheel and entertainment will enhance the evening.
- **Holiday Shopping Stroll** (each market day) – Permanent showrooms and additional temporary exhibitors selling holiday/seasonal decor will offer perks, events and special amenities for trim buyers during this important purchasing and planning timeframe. As an added incentive for buyers to visit 7 W and the Holiday Stroll showrooms, 7 W will offer a grand prize gift box at the end of the market. Buyers must visit all the participating holiday showrooms to qualify.*
- **In-Suite Events** – Throughout the week, there will be in-showroom functions featuring new product launches and designer appearances, along with complimentary refreshments. Details will be announced closer to the market.
- **Gift Week Showroom Spotlight - Daily Prize Drawings** - Buyers have the opportunity to win big as they will be directed to two suites every day of the market to not only see new product introductions, but enter for a chance to win a GIFT box of product worth more than \$100 at retail.*
- **Complimentary lunch** vouchers will be offered on select days during the show.
- **Commuter, parking & taxi rebates** will be available and complimentary transportation will be accessible between NY market venues.

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

*NO PURCHASE NECESSARY. Void where prohibited. Odds depend on number of applicants who participate. Retail value of prizes \$10 - \$100. Participants may enter by dropping a business card in the containers indicated by contest signage, each day of the market week. Applicants must be at least 18 years of age to participate and win. The winners will be notified by email address or phone number provided on the business card. Entrants may also participate by sending a self-addressed stamped envelop to "7 W January Gift Giveaway, 7 W 34th Street, New York, NY 10001 by January 31, 2011". Rules are available upon request

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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