

FOR IMMEDIATE RELEASE

MEDIA CONTACTS:

Victoria Kent
Public Relations Manager, MMPI
Phone: 312.527.7508
E-mail: vkent@mmart.com

Chris Abbate/Alexandra Zwicky
Novità Communications
718.783.3160/718.857.5389
alexandra@novitapr.com

KENSINGTON HOME FASHIONS OFFERS REVOLUTIONARY BED BUG ANTIDOTE

Launching SWEEPR Bedding System for Home Fashions Market at 7 W New York

(New York, August 23,2010) - Kensington Home Fashions (Suite 517) is proud to launch the SWEEP™ Bedding System during the 7 W Home Fashions Market, September 13-17, 2010, in their showroom at 7 W 34th Street. A special press event will be held Monday, September 13th from 9am to 11am.

Manufactured by Lincoln Textile Products and Innovative Textile Solutions, this is the first-ever line of bedding products that actually kills bed bugs, as opposed to other items available which merely encapsulate the living bugs.

Bed bugs are a growing epidemic globally, affecting apartment buildings, private homes, and even retail and office space. Bed bugs most often live in mattresses, box-springs, and headboards, where they wait for humans to feed on nocturnally. Killing them in the bed is the first defense against an all-out home infestation. It is estimated that once a home is infested, eradicating the problem can cost tens of thousands of dollars.

The SWEEP Bedding System includes a box spring enclosure, under mattress pad and mattress bed band. These innovative products are the result of a five-year design process, involving close collaborations with entomologists and the EPA. The SWEEP line has been independently lab tested, and is fully approved for use by the EPA. Proven to kill bed bugs that stay in contact with the fabric for 24 hours, they are effective for up to 20 washings or two years. The products are EPA registered as safe for use as directed, since the naturally occurring active ingredient is chemically related to the chrysanthemum flower. The launch features 30 SKUs with estimated retails starting at \$39.99 and reaching \$119.99. The costs are in line with traditional encasements with the added benefit of the SWEEP kill factor. Initial product ship dates for SWEEP Bedding Systems are planned for mid-November, from the company's distribution center in Easton, Pennsylvania.

Inquiries may be directed to Phil Anderson: sweepproducts@gmail.com or 212-686-6460 or see www.sweepkillsbedbugs.com.

-MORE-

KENSINGTON HOME FASHIONS OFFERS REVOLUTIONARY BED BUG ANTIDOTE
Page 2 of 2

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

###