

**7 W NEW YORK® ANNOUNCES
ADDITIONAL EVENTS AND IN-SUITE HAPPENINGS
FOR UPCOMING SPRING TABLETOP MARKET
April 21 – 24, 2009**

New York, NY (April 7, 2009) 7 W New York has finalized an enhanced Tabletop Market program that will be one of its most expansive to-date. Building on a timely and rich bridal theme, several suites have created their own events and receptions to step-up the buyer hospitality. Buyers should plan on visiting **The Zrike Company**, Suite 711 , **La Villa Collections**, Suite 535 and **Gallery On Six**, Suite 604 for new launches, special refreshments and show specials.

A ribbon cutting on Tuesday the 21st at noon in the new showroom of **Fisher Home Products (Suite 547)** will set the tone as the four-day show kicks off. Fisher Home Products, a global leader in the tabletop industry, has been in the business of creating high-end and promotional-priced ceramics and glassware for nearly half a century. They are the latest in a line of top-tier brands to make 7 W their New York homebase.

7 W is also pleased to announce a stellar line-up of editors for the panel, *Picks and Predictions II*, scheduled for Thursday afternoon, April 23, from 1 – 2. Attendees this year will have the opportunity to hear insightful market commentary led by **Warren Shoulberg** editor in chief of *HFN*, and a panel that includes **Rebecca Dolgin**, executive editor of *The Nest*; **Michelle Moran**, editor in chief of *The Gourmet Retailer* and *Progressive Grocer Magazine*; and **Aaron Able**, managing editor NY, Boston and Washington DC for *Apartment Therapy*.

The Fashion Institute of Technology (FIT) Home Products Department senior students are busy wrapping up their projects in anticipation of the reception and presentation that will also take place on Thursday, April 23rd at 7 W beginning at 6:00 p.m.

Each year, the senior students are challenged to develop a successful product concept addressing the ever-changing lifestyle and product environment. Five student teams develop a consumer product line that incorporates the varied mediums of the home furnishings industries while exploring the strategies of product marketing. This year the product concepts that will be judged are: **Sleep Arc, BedMaid, ReVIVE, Smart Board** and **Sous::Chef**. Evaluation of each project is based on product development from concept to execution, innovation in the use of technology and materials, intrinsic “eco” strategies, effectiveness of advertising, packaging and the merchandising of the product. The FIT Senior Project is generously sponsored by ExCell Home Fashions and Lifetime Brands.

In addition, FIT will use this opportunity to recognize the outstanding student recipients of the following prestigious scholarships: Michael & Susanna Steinberg Scholarship, Lester Gribetz Scholarship, Michael Fux Scholarship and Christine Pratt Scholarship with a special presentation.

See the attached full Event Schedule to get the details on all Tabletop Week events or log onto www.7wnewyork.com.

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.

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