

7 W NEW YORK®
ENJOYS SUCCESSFUL HOME FASHIONS MARKET
WITH 7 NEW TEXTILE SHOWROOMS
JOINING THE STRENGTHENING ROSTER

NEW YORK (March 23, 2009) – 7 W New York, the city’s “finishing touch” resource for gift, tabletop, home textiles and decorative accessories, welcomed the addition of seven new permanent showrooms to its growing roster of tenants. The building celebrated with official ribbon cutting ceremonies during the spring Home Fashions Market, March 9-13th. 7 W buyers will now have access to a new range of rug, top of bed and home décor brands including: Orian Rugs, Inc.; Kensington Home Fashions; Safdie International; Devgiri Exports/ABC Industries; Bolan Trading Company/Hira Terry Mills; KKP Fine Linens PVT. LTD, and Createx Corporation. From lush bedding to certified Egyptian Cotton towels, these new exhibitors are another reason for buyers to shop the building during market weeks and throughout the year.

Known for attracting the finest manufacturers and distributors in the home decor industries from around the globe, companies are relying on 7 W’s reputation to expand their customer base.

Chris Collins, vice president and general manager of 7 W states, “It was a terrific week! The best feedback that we can get from our tenants is that all of their appointments were fulfilled and the meetings were productive, and that is exactly what we heard across the board. In addition, we enjoyed another significant increase in the number of key retail buyers who came to 7 W for the first time which is a tribute to our growing population of great textile resources.”

NEW PERMANENT SUITES

Orian Rugs, Inc. (307) – From Persian-inspired patterns to contemporary designs, Orian Rugs boasts hundreds of unique product offerings with a wide variety of styles and colors.

Although it is one of the country’s oldest domestic rug manufacturers, it is known for being on the cutting edge with its state-of-the-art manufacturing plant and socially responsible recycling program. It has also won multiple safety and corporate responsibility awards, making the brand a respected name in the manufacturing industry. According to Wm De Pape, Orian’s chief operations officer, “We were pleased to launch this wonderful new 4,000 square foot showroom in at 7 W New York on the eve of our company’s 30th anniversary.” For more information visit <http://www.orianrugs.com>

Kensington Home Fashions (517) – Based in Pennsylvania, Kensington Home Fashions is a home textiles company whose name has become synonymous with casual elegance. From diamond crushed voile sheers to lavish gold valances, the company’s carefully crafted lines of curtains, valances, draperies and wall art will now be readily available to the New York market at its new location at 7 W. According to Kensington spokesperson Phil Anderson, “We are honored to be on board with the finest textile building in New York. The modern feel and ambient atmosphere at 7 W nicely complement our line of luxury goods.”

Bolan Trading Company/Hira Terry Mills (624) – Hira Terry is a state-of-the-art terry mill from Pakistan. Since commencing production two years ago, the company has supplied buyers with the highest quality towels available, through importers and retailers. In their new home at 7 W, buyers can expect to find a large assortment of terry towel products including chair covers, bathrobes and slippers. They are certified manufacturers of Egyptian and Supima Cotton towels and are also GOTS certified for organic products. Director Omar Khan notes, “This is our first permanent showroom in New York and we believe that 7 W is the right venue for our company to showcase our products and get the right exposure.”

Davgiri Exports/ABC Industries (731) – As a respected manufacturer of fine home textiles, buyers will find Davgiri offers the highest quality area rugs, accent rugs, bath rugs, pillows, throws and table linens. They primarily use natural fiber blends and work in tufted, tapestry, handloom, doobby loom and a variety of bath constructions.

In their new location at 7 W, the company will showcase a new line of products twice a year at the New York spring and fall markets.

Safdie International (815) – Safdie International is one of Canada’s largest and most well established suppliers of home textiles. They are a new design resource for home fashions, beach and bath towels, blankets, throws, kitchen textiles, bedding, sheets, bath products, comforter sets and coral bedding. Buyers can expect to find a new line of products in their showroom every six months. <http://www.safdieco.com>

K.K.P. Fine Linens PVT. LTD (924) – K.K.P. is a home textile manufacturer based out of India whose name has been trusted in the international and domestic community for the past 24 years. The company is ISO 9001 certified and also a Government of India Recognized Export House. They are excited to establish a New York home base at 7 W, and offer a nice blend of sheet and duvet sets, quilts, decorative cushion covers, table and kitchen linens, and more. <http://www.kkpindia.com>

For more information on 7 W New York, please visit 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.

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.