

FOR IMMEDIATE RELEASE

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7 W NEW YORK ANNOUNCES RICH PROGRAMMING

for
Gift & Home Textiles Market Week®
August 13 – 19
Featuring
NYC Baby & Kids Fair
August 16 – 18

(New York, NY – July 2010) 7 W New York® is adding even more to the summer show calendar with late night shopping, seminars, gallery openings, parties and in-suite events—all happening during the Gift & Home Textiles Market Week and NYC Baby & Kids Fair. In addition to a hospitality-rich shopping environment, attendees will get the kind of hands-on training and insight that can really impact their businesses. In touch with the latest sales and marketing trends relevant to the gift buyer, the team at 7 W has created a helpful range of programs from Pop-Up Shop 101 with Christina Norsig to a roundtable discussion featuring REA nominees/winners and their strategies for success. On the digital front, attendees can check into the 7 W Buyer's Lounge for a coffee and a chance to experience a free Facebook/Twitter For Business tutorial session that will be running throughout the day. In addition, 7 W now has an official presence on Foursquare, the popular location-based social media application. Buyers can check in, find friends and resources and maybe even become the 7 W "mayor."

According Chris Collins, vice president and general manager of 7 W, "With all of the renewed enthusiasm within the industry and at the summer markets, we are excited to get our NY Gift and Home Textiles Market underway. We have added several new resources and have beefed up the event schedule to allow for an enjoyable and productive visit to 7 W for all buyers and attendees."

Here is a listing of the events across the building day by day...

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Friday, August 13 – 9 a.m. – 5 p.m. - Shop 7 W First on Friday

Receptions

Uniquely UK – Preview Reception

7 W Reception Suite • C102

4-6 pm

UK Trade & Investment of the British Consulate-General NY will host an exclusive preview of British giftware. All buyers, press, manufacturers and reps are welcome to attend and be the first to see the best and brightest of UK giftware companies. Attendees will enjoy traditional British fare while indulging in transcontinental networking.

In-Suite Events

Come to the “Par –Tea” 11 a.m. – 4 p.m.

Richard Cohen Collection, Inc.

Suite 907

Tea Set, a French company founded by Jacques Doassans in 2009, will make its New York debut with a special tasting at 7 W. The company’s entire collection of organic and fair-trade teas will be offered, as well as pastries, chocolates and champagne. Samples and giveaways will be available.

Gift Week Brazilian Style – Bossa Nova & Caipirinhas – Fri-Wed of Gift Week after 2 pm

Ecoarts / Transconnection Corporation

Suite 725

Eco Arts will present their latest Eco offerings along with Brazilian cocktails and music. Attendees will enjoy delicious caipirinhas and live Bossa Nova.

Saturday, August 14 – 9 a.m. – 7 p.m. – Late Night Shopping

Keynote Presentations:

7 W Keynote Presentation: Pop-Up Shop 101 • 4 p.m.

7 W Event Suite

Christina Norsig, founder & CEO of *PopUpInsider* will offer her inside info on how to create a successful Pop-Up Shop. Joining this retail, technology and marketing expert will be Eric Michael Anton, one of the country’s leading investment sales professionals with expertise in real estate development and construction management.

Receptions

FIT Pop-Up Shop Gallery Reception /Late Night Shopping • 5 – 7 p.m.

Pop-Up Shop Gallery • Suite 820

Saturday night at 7 W includes additional shopping hours with refreshments building-wide, as well as a reception fêting FIT students’ contribution to an impressive Pop-Up Shop Gallery. The special exhibit is made up of product assortments and visual merchandising and marketing plans — all based on 7 W products.

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In-Suite Events

Come to the “Par –Tea” • 11 a.m. – 4 p.m.

Richard Cohen Collection, Inc.

Suite 907

Tea Set event (see above).

Patience is a Virtue • 4:30 – 7p.m.

Isadora & Mizrahi

Suite 807

Patience Brewster is debuting her long awaited silver jewelry collection during Market Week. Fans of the cult favorite brand can enjoy wine and hors d'oeuvres while shopping the collection and the rest of the showroom.

It's a Celebration! • 5 – 7 p.m.

InterDesign

Suite 504

The entire InterDesign team is celebrating their newly expanded showroom and the latest product introductions. Showgoers are invited to stop by and toast to their success.

Monday, August 16 – 9 a.m. – 8 p.m. – Late Night Shopping

NYC Baby & Kids Fair Opens at 7 W • 10 a.m. – 8 p.m

Special Presentation:

Retailer Roundtable 1 – 2 p.m.

Sponsored by *Gifts and Decorative Accessories*

11th Floor Event Space

Past nominees of the Retail Excellence Awards will take center stage to discuss what it takes to be an award recipient. Topics covered will be store design, marketing, visual merchandising, and use of the internet to have an award-winning business. Panelists include Marsha Dautch Jenss, Amherst, NY; Melissa Haberstroh, Burlap Horse, Boerne, TX and Tara Riceberg, Tweak, Beverly Hills, CA. The discussion will be moderated by Caroline Kennedy, Editor-in-Chief of *Gifts & Decorative Accessories*. Complimentary lunch will be served.

Receptions/Late Night Shopping

On The Board Walk at 7 W • 5 – 8 p.m.

Buyers are invited to join 7 W ***On the Board Walk*** for raffles, games and other summertime fun and food. This is a great opportunity to buy from the Gift Suites at 7 W, enjoy cocktails and appetizers and enter to win a Boardwalk Weekend Vacation for two, in historic Cape May. Trip includes 2 nights lodging, and dinner for two. (Retail Value = \$1500)*

NYC Baby & Kids Fair Opening Night Party – 5 – 8 p.m. • 11th Floor

Attendees will enjoy cocktails and hors d'oeuvres while networking with manufacturers, buyers and experts in the baby & kids fashion accessories, furnishings, gifts and textile industries.

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In Suite Events

Hostess with the Mostest • 2 – 3 p.m.

D. King Irwin

Suite 739

The serveware selection that is said to be “the future of stainless steel” will be on display. Showgoers can view the new collection of more than a dozen new hostess items. Wine and cheese will be served.

Find Your Inner Child • 4 – 8 p.m.

Adams & Hartford

Suite C108

Attendees will have the opportunity to find their inner child at the new Adams & Hartford showroom. On view will be an assortment of brilliant product from manufacturers like AF Lighting. Also on offer: over 8000 art images from prints to original art, gift items, gourmet food products, and more. Wine and snacks will be served.

Float Above the Crowd • 5 – 7 p.m.

Wilton Armetale

Suite 923

Wilton Armetale will unveil the Papillon Collection of oven-to-table serve and dinnerware found only at 7 W during Market Week in NY. Cooking demonstrations using the new collection will be a featured part of the event. Light hors d’oeuvres and drinks will also be served.

Share the Passion • 5 – 8 p.m.

Two Lumps of Sugar

Suite 939

Imaginative manufacturer Two Lumps of Sugar invite attendees to be their guest during their new “home” opening celebration. The playful new collection will be on view.

It’s a Celebration! • 5 – 8 p.m.

InterDesign

Suite 504

InterDesign expanded showroom celebration (see above).

Have a Coke and a Smile™ 5 – 8 p.m.

The Zrike Company

Suite 711

The Zrike Company will be serving up rum and coke cocktails to celebrate their new Coca-Cola™ Collections. Door prizes and raffles add to the fun.

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Bellissimo • 5 – 8 p.m.

Bellino Fine Linens

Suite 922

Attendees are invited to Bellino's official launch party fêteing their brand new collection and showroom. Fine Italian wines and cheeses will be served. Salut !

Tuesday, August 17 – 9 a.m. – 6 p.m.

NYC Baby & Kids Fair at 7 W • 10 a.m. – 5 p.m.

Special Presentation:

Baby & Kids Product Profiles

Sponsored by *Baby & Kids Magazine* • 1 – 2 p.m.

11th Floor Event Space

Presenting their product on the podium during lunch will be owners, reps and manufacturers of the newest, latest and most interesting product being showcased at the Fair and in the Suites at 7 W. Moderated by Mary Gerlach, *Baby & Kids* Associate Editor, attendees will get an overview of more than a dozen different products during the five minute speed selling presentation. A listing of presenters will be available shortly.

Facebook/Twitter for Business - Every Day during show hours

7th Floor

Attendees can drop in to the Buyer's Lounge for a free tutorial on Facebook/Twitter for Business and can ask questions from social media experts on hand.

For complete and updated show and building information visit 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 D cor, 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.

Home Textiles Market Week® is a registered trademark of GLM.

*No purchase necessary. Void where prohibited. Odds depend on number of applicants who participate. Retail value of prize = \$1500. Participants may enter by dropping their business cards in the glass bowls located on each gift floor or by sending a self-addressed stamped envelope to "7W Giveaway", c/o Merchandise Mart Properties, Inc., Marketing Department, 7 West 34th Street, New York, New York, 10001. All mail entries must be received by August 16, 2010 for participation. Rules are available upon request.

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