

FOR IMMEDIATE RELEASE

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**EXHIBITORS JUMP ON BOARD FOR
FIRST-EVER NYC BABY & KIDS FAIR AT 7 W
January 30 – February 1, 2010**

(New York, NY – January 4, 2010) 7 W New York® is pleased to announce a growing exhibitor list for the first-ever NYC Baby & Kids Fair (January 30 – February 1), which will take place on the building's 11th floor running during the 7 W Winter Gift and Home Textiles Market Week® (January 29-February 4, 2010). Over the three-day fair, a distinctive array of innovative exhibitors will display products in the following categories: textiles, bedding, flooring, accessories, furniture, gifts, and home décor and hail from the New York region and as far a field as California, Arizona, Texas and even New Zealand.

A small sampling of product highlights include: colorful, design-forward baby gear from Boon, Inc. (www.booninc.com); master-crafted cribs, cradles, and baby furniture by Bratt Décor (www.brattdecor.com); luxurious baby bed linens and textiles of Aviva Stanoff Designs (www.avivastanoff.com); adorable, super absorbent bibs from Mum2Mum (www.mum2mum.co.nz); floral and festive home décor and lighting of the Jubilee Collection (www.jubileecollection.com); whimsical yet sophisticated handmade baby to tween Momeni rug collections (www.momeni.com); delightful children's gifts from Renditions by Reesa (www.renditionsbyreesa.com); handcrafted frames, wall art and lamps from Smile for the Birdie (www.smileforthebirdie.com); and a comprehensive children's gift emporium from Stephan Baby (www.stephanbaby.net).

In addition, visitors to 7 W will also get a chance to take advantage of the building's robust program of keynote speakers, complimentary lunches, networking opportunities and in-suite product launches and promotions.

Attendees can use the following amenities when planning their travel:

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Hotel Accommodations:

Premier hotel accommodations at discounted rates are still available for The New York Gift Week. Spots fill up quickly, so attendees should visit www.7wnewyork.com and click on "Travel" to make their reservations as soon as possible.

Save on Hotel Accommodations with Club Quarters:

To make reservations at the Membership Only Boutique Hotel, attendees should visit clubquarters.com, using 7 West as their password, or call 212.575.0006 and ask for the 7 W New York rate.

Save 7 percent on American Airlines:

Flight discounts are available when attendees fly with American Airlines.

Available on all fares including first class, the 7% discount applies to all domestic and internationals segments of American Airlines and American Eagle flights. **NO Booking fees will be charged when booking flights online.** Service fees apply when making reservations over the phone. To book directly with American Airlines, log on www.aa.com or call (800) 433 1790. Be sure to use code:

A4210AN

Save 10 percent on AMTRAK Rail:

Attendees can call 800.USA.RAIL and reference code **X02A - 974** to receive a 10 percent discount off of the lowest fair.

For updated details, attendees can visit www.7wnewyork.com in the days and weeks leading up to the show or find 7 W on Facebook and 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.

Home Textiles Market Week® is a registered trademark of GLM, LLC, a dmg world media business.

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