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7 W BRINGS POP-UP SHOP KNOW-HOW TO THE TABLE

*Expert Christina Norsig Launches Pop-Up Shop 101 &
Toasts FIT Student Projects*

(New York - July 7, 2010) Founder and CEO of *PopUpInsider* Christina Norsig has chosen 7 W New York® for the kick-off of her ground-breaking new series, Pop-Up Shop 101 at the upcoming Gift & Home Textiles Market Week®. An outgrowth of Norsig's extensive experience launching numerous successful pop-up stores, Pop-Up Shop 101 is a multi-tiered platform of programs and services that provide practical, step-by-step guidance to retailers and landlords looking to kick-start their own pop-up ventures.

Norsig, a true maverick in the retail industry, has made it her business to be at the forefront of game-changing trends. She combines her experience and unique insight in her first Pop-Up Shop 101 trade show series session, taking place from 4 to 5 p.m. on Saturday, August 14 at 7 W 34th Street.

"I'm extremely excited to bring Pop-Up Shop 101 to 7 West and to be able to share my personal experiences with attendees so that they can learn how to leverage pop-up retail in their own marketing programs," stated Norsig. "The goal of Pop-Up Shop 101 is to offer practical solutions and advice for launching a successful pop-up shop, from choosing the right location and best practices for merchandising, to creating a start-up checklist, staffing needs and deciding on the appropriate duration for a temporary lease."

In 2003, Norsig founded eTabletop.com, an innovative e-tailer and blog serving the tabletop, gift and bridal industry. In late 2009, she launched PopUpInsider.com, the first online exchange connecting retailers looking to launch a temporary store with landlords who have vacant space.

The focus of Norsig's first Pop-Up Shop 101 training seminar is one that will resonate with the 7 W buyers...*Pop Shops as Marketing Tools for Specialty Retailers*. Norsig's presentation will include her partner, Eric Michael Anton, one of the country's leading commercial real estate gurus, who will offer expert perspective and helpful tips on the cross-section of pop-up shops and real estate management.

Following Norsig's presentation, attendees can toast the 2010 Junior Home Products Development Class of the Fashion Institute of Technology (FIT) as well as Norsig, an

FIT alumna and board member, at a reception from 5 to 7 p.m. in a special FIT Pop-Up Shop Gallery, Suite 820. Student teams have created their own mini pop-up shop models that offer fresh approaches to pop-up retail developed through in-depth research that took advantage of the showrooms and products at 7 W. Students honed their skills, including merchandising, assembling product assortments and producing profit & loss statements. Buyers can visit this temporary gallery of six shop concept exhibits to learn more about the next generation's take on retail trends.

Those who aren't able to see Norsig in person or attend the market need not miss out on the valuable programming. 7 W New York will post a video of the special presentation on their website post-presentation.

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

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