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THE JANUARY 2011 CALIFORNIA GIFT SHOW® IS MARKED BY SIGNIFICANT GROWTH, STRONG SALES AND A-BUZZ WITH ACTIVITY

LOS ANGELES, CA (January 25, 2011) –The January California Gift Show® saw significant growth with more than 20,000 buyers attending the show, over 230 new exhibitors and 20 new/relocated/expanded permanent showrooms opening in time for the winter market. The largest wholesale gift show on the West Coast, with more than 850 temporary exhibitors and 200 permanent showrooms was a-buzz with buyers placing orders, attending seminars and events, networking with other buyers and more. Showrooms and exhibitors alike reported increased traffic, healthy sales and overall high energy.

“We were thrilled with the high energy and level of activity at this show,” said Mark Furlet, vice president and general manager, L.A. Mart and California Gift Show. “We believe that the newfound optimism that 2011 kicked off with has truly permeated the retail sector. Add to that the incredible new product offerings that our showrooms and exhibitors featured, the exceptional visual merchandising and displays, the jam-packed event schedule and summer-like weather, and you have a real success story.”

The California Gift Show offered buyers an unmatched shopping experience. Buyers were wowed by the breadth of resources available at the Los Angeles Convention Center and the L.A. Mart’s permanent showrooms, Temporaries and Beckman’s™ West. Unique fashion-forward, on-trend products across all categories and all price points generated excitement, buzz and orders.

“The January 2011 California Gift Show offered buyers a unique experience, and buying options they wouldn’t find anywhere else,” said Peggy Coleman, vice president, marketing, L.A. Mart and California Gift Show. “From all accounts, the show was very successful. Attendance was up, exhibitors and showrooms were writing orders, buyers were finding the merchandise they need – it was very positive and everyone was so excited about all of the resources available at both venues.”

L.A. Mart® Highlights included:

Keynote Presentation

The keynote presentation which opened the California Gift Show was delivered by celebrated interiors and product designer Thomas O’Brien on Friday, January 21, 2011. O’Brien discussed his design philosophy and his book, *American Modern*, a survey of seven of his most influential projects ranging from traditional to modern in style. A book signing and reception followed the presentation.

Permanent Showrooms:

KREGGER, suite 855 featured **govino** the go anywhere wine/cocktail glass that is made from a food-safe, BPA-free polymer in wine, champagne and cocktail glass styles each with ergonomic thumb-notch for swirling and toasting. www.govinowine.com

Debi Wise & Associates, suite 803 introduced the **Sowden Soft Brew**, coffee made with a patented stainless steel micro filter with porcelain jug that requires no electricity, only hot water. www.softbrewus@lemanusa.com

Vivre Luxe, suite 871 featured fabulous life-like faux fur throws and pillows from southern California based **Montague & Capulet**. www.montagueandcapulet.com

Stephen Young, suite 830 introduces casual beaded jewelry from **Pink House Imports**, an Orange, CA based; Bali produced line of colorful bracelets, necklaces and more www.stephenyoung.net

Kathleen Milne Company, suite 867 proudly introduced **Fuzzy Couture by Douglas Cuddle Toys**, a brand new entry in the plush category, offering breed specific, realistic plush items. www.kathleenmilne.com

Beckman's™ West exhibitor highlights include:

Jenny & Jimbob, booth 2-205, www.jennyandjimbob.com Local California designers introduced fun and smart jewelry, a creative matchbox line that consists of ordinary and unusual objects that are affordable and unique.

Betsey Carter Ceramics, booth 2-513, www.betseycarter.com Betsey Carter's work is primarily in porcelain and is functional as well as decorative. Her work expresses a contemporary ethos in a traditional art form.

Handmade Galleries, booth 2-503, www.handmadegalleriesla.com Handmade Galleries is a landmark LA mega-boutique and features the work of local and nationally known artists as well as other creative, fresh and unusual finds.

The Crafty Chica, booth 2-337 artist and author Kathy Cano-Murillo produces her own product line, is a veteran writer of craft books, and is the creator of the award-winning craftychica.com website. Cano-Murillo signed copies of her first novel, *Waking Up in the Land of Glitter*, in Beckman's West.

Megan Auman's cozy/cuff, booth 2-132 www.shopcozycuff.com The stylish eco-friendly coffee cup sleeve that doubles as a wrist cuff bracelet debuts in leather and wool felt at CGS this January.

LA Mart® Temporaries and Design Studio Exhibitor Highlights include:

Eloquence, booth 2-603, www.eloquenceinc.com French-inspired antiques, reproduction furniture and accessories that capture the essence of the Louis XV & XVI styles.

Irons & duck, booth 2-663, www.ironsandduck.com Industrial, functional aged art made from re-purposed found objects from across America. Each piece is one-of-a-kind with a unique back story.

Objects with Purpose, booth 2-307, www.objectswithpurpose.com, the wearable candle burns at a low temperature making it a soothing body butter when warm and a solid perfume when cool.

Firmly Planted, booth 2- 437, firmly-planted.com, Fun Numbers, pillows, cushions, mirrors and frames, flower boxes made of aluminum and turf, made for the outdoor lifestyle.

Bughouse, booth 2-502, www.bughouse.com Occasional furniture and art made of vintage music memorabilia, southern California based.

Los Angeles Convention Center Exhibitor Highlights include:

Kentia Hall, an exceptional resource for retailers looking for product to differentiate their stores offered buyers a wide-range of resources including its fine and fashion jewelry section, one of the largest collections of Fair Trade Federation exhibitors in the country, an extensive Vintage Collection offering one of a kind items ranging from antique furniture, to jewelry to linens, clothing and more.

In addition to its popular cash and carry section, Kentia once again hosted **World Style Stories** on Friday, January 21 from 4-6 pm. The World Style Stories is a special event to celebrate those who are making a significant impact to the global community as they demonstrate the spirit of Kentia. Awards were given to five exceptional exhibitors whose work deserved special recognition (see separate release).

My Mothers Buttons, booth 854 www.mymothersbuttons.com features one-of-a-kind jewelry made with authentic French antique buttons and other European found objects dating back to the 1800's.

The Sankofa Center.org, booth 1226 is a 501(c)(3) charity touring African villages showcasing African dance-dramas fused with health, gender, and anti-stigmatization issues to educate, test, and link women, men, and youths to treatment in Ghana, West Africa.

Ken Auster Studio Gallery, booth 933 www.kenauster.com Second-time exhibitor of fashion-forward suede boots introduces a broad array of new styles for this boot-loving market.

South Hall

Napbag by OC Daisy, booth 2234 www.shopocdaisy.com Shows for the first time at CGS. Southern California based OC Daisy debuts napbag, its signature cozy double-sided binkie in a bag with no sharp zipper or edges.

Brix Chocolate, booth 1310 www.brixchocolate.com Chocolate for wine from the chef of Napa Valley's premiere Brix restaurant debuts at CGS.

Soiree, booth 1308 www.winesoiree.com the premiere bottle-top wine aerator made its debut in southern California at CGS. Wine aficionados will love Soiree.

M.K. Distributors, Inc., Pet Water Bottle, www.mkdistributors.com features its "go green" patented unique stainless steel water bottles with roller ball wide mouth for easy clean and fill

Keena & Co., booth 1703 www.globiton.com proudly introduces **glob**, natural botanical paints made from fruits, vegetables, flowers and spices with food grade ingredients.

Heard At Market:

L.A. Mart Permanent Showrooms, Temporaries and Beckman's West:

"Our business continues to be strong as we target multiple members of the household, grandparents are especially important. Our book business is booming it is recession proof."

--Stephen Young, Stephen Young

"We are thrilled with the level of orders being written at this show! We have written more re-orders for Govino, my biggest giftware line than any other in the last 27 years!"

-- Craig Kramer, Kreger & Co.

"We haven't seen a show this busy in years. My showroom was full of buyers writing orders, the fourteen salespeople I had on the floor weren't enough. We even ran out of food!"

-- Joanne Rackow, Joanne & Company

"There is so much opportunity for new business at this show, the rewards are significant."

-- Susan Thoen, Collective Home

"I've been in this business for fifteen years, I know how important getting good leads are and I got some great ones at the show. People really love my jewelry."

--Joanna Craft, Joanna Craft Jewelry, Orange County, CA

Los Angeles Convention Center Exhibitors:

"This is my first show, it has been such a good experience, we are writing orders! The entire show staff really helped direct me to everything."

-- Alicia MacDonald, Firmly Planted

"I talked to a lot of people and made some really good contacts. I talked to some very good stores!"

-- Geralyn Sheridan, Geralyn Sheridan Designs

"This is our first time at the California Gift Show. Ours is chocolate for wine. It is good to be here and gain exposure to this market."

-- Nancy A. Velasquez, Brix Chocolate, Napa, CA

"It's been really good for us, once people try our product they love it. We have gotten some great feedback from buyers."

-- Sara Buntrock, What's Your Virtue, Phoenix, AZ

"This is our first gift show and we hope that all shows this year are as successful as this one."

-- Dan Gasler, D Best Products, Carson, CA

Buyers:

"This show is great, I have been very happy with everything I have seen. Almost as important is how encouraged I am by all the people, all the showrooms seem to be going out of their way to show their appreciation to us buyers!"

-- Thomas Mc Cabe, Eminent Design, Sonoma, CA

"There's such great merchandise here. It's wonderful to be able to shop in my own backyard."

-- Brooke Gianetti, Gianetti Home, Brentwood, CA

Manufacturers:

"There is an energy in this building that feels great!"

-- Jay Reardon, president, Hickory Chair, Hickory, NC

"This show is up-up-up!"

-- Trish Sweeny, Clipa, Irvine, CA

For images and additional information please visit www.californiagiftshow.com and visit us on facebook <http://www.facebook.com/californiagiftshow?ref=ts&v=wall>

ABOUT L.A. MART and CALIFORNIA GIFT SHOW

L.A. Mart® is a registered trademark of MMPI. The California Gift Show® is a registered trademark of MMPI. Beckman's Handcrafted Gift Show is a registered trademark of MMPI. L.A. Mart is home to nearly 200 permanent year-round, residential, decorative accessory and gift showrooms serving the retail and interior design industries. The California Gift Show Temporaries feature over 800 temporary exhibitors of lifestyle merchandise, home décor and furnishings, in the newly enhanced and expanded Temporaries at L.A. Mart and Los Angeles Convention Center making the California Gift Show the preeminent market for gift and home furnishings products on the West Coast. L.A. Mart is located at 1933 South Broadway, Los Angeles, CA 90007. For more information call 213-763-5800 or visit www.californiagiftshow.com or www.lamart.com.

MMPI is a trade show and property management firm, specializing in managing buildings devoted to wholesale showrooms and commercial office space. MMPI produces more than 300 trade shows, market events and conferences each year.

MMPI manages The Merchandise Mart and 350 W. 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, owner of MMPI, based in New York City, is a fully integrated real estate investment trust. Vornado's common shares are listed on the New York Stock Exchange and are traded under the symbol VNO.

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