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MEDIA CONTACT:

Lauren Finch
Public Relations Manager
MMPI
(312) 527-0114
lfinch@mmart.com

NATIONAL BRIDAL MARKET CHICAGO HOSTS STRONG APRIL MARKET

CHICAGO (April 6, 2011) – It was another very successful show for the National Bridal Market™ Chicago, which showcased an extensive array of the bridal industry's most important names and brands. Buyers from across the United States and around-the-world attended the April 3-5 show at The Merchandise Mart.

"The National Bridal Market Chicago is the most established bridal show in the country," said Susan McCullough, senior vice president of apparel, MMPI. "It offers buyers an unparalleled opportunity to see the most important lines, view industry trends, take part in specialized educational offering and enjoy unprecedented amenities. All of these offerings combined help to bring buyers and retailers back time and time again."

The three day market offered buyers a variety of market events, including "Bridal and its Best" Market Party and Fashion Show, which featured the year's latest trends in all categories. At an educational seminar "How to Court Brides Using Social Media," Melissa Cassera, president of Cassera Communications, gave retailers her insight on how they can update their social media strategy to engage customers and increase sales.

The market featured the best in bridal and special occasion lines, including Alexia Designs, Alyce Designs, Birnbaum & Bullock, Casablanca, Essense of Australia, Justin Alexander, Maggie Sottero, Mon Cheri, Mori Lee, Rina di Montella, Watters and hundreds more.

The National Bridal Market Chicago is the nation's largest and longest-running bridal market. It features top manufacturers of bridal gowns, both moderate and designer, bridesmaid gowns and mother of the bride, flower girl, accessory, prom, quinceañera and special occasion resources.

The Chicago Market returns Sept. 24-27, 2011, to the Merchandise Mart. For more information, visit www.nationalbridalmarket.com or call (800) 677-6278 (MART).

National Bridal Market Chicago is a trademark of MMPI.

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 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.

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