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NATIONAL BRIDAL MARKET™ CHICAGO FEATURES SPECIAL INDUSTRY EVENTS FOR BUYERS

CHICAGO (Dec. 16, 2010) – The National Bridal Market™ Chicago, the nation's largest and longest-running bridal market, features the best of Bridal at The Merchandise Mart, April 3-5, 2011. This Market will bring buyers from across the United States top names in the industry, along with industry presentations, fashion shows and special amenities.

"The National Bridal Market Chicago offers the most complete selection of lines anywhere in the U.S.," said Susan McCullough, senior vice president of apparel, MMPI. "The Chicago Market is the place to tap into the latest trends and to experience unmatched special events and amenities. No other show comes close."

Market Highlights include:

Maximize Your Shopping Experience

9:15 a.m., April 3

Vice President of Apparel Susan Glick provides a 15 minute "how to" seminar, highlighting the best way to navigate the 8th floor and where to find all of the latest bridal resources. Buyers will discover the top 10 trends of the season and get all the right tools to maximize their buys.

"Bridal at It's Best" Fashion Show & Market Party

6 p.m., April 3

Attendees may enjoy a cocktail before viewing the latest looks for Bridal and Special Occasion with this fashion show.

"How to Court Brides Using Social Media"

8 a.m., April 4

Retailers can learn how to update their Social Media strategy to help engage customers and increase sales.

Show Hours, Location

Sunday – Monday, April 3-4	9 a.m. – 6 p.m.
Tuesday, April 5	9 a.m. – 1 p.m.

The Merchandise Mart Chicago
8th-floor Market Suites

Registration

The National Bridal Market Chicago is open to the retail trade only. View attendee requirements and pre-register at www.nationalbridalmarket.com.

The National Bridal Market Chicago features top manufacturers bridal gowns, bridesmaid, mother of the bride, flower girl, shoes, veils and tiaras, jewelry, Quinceanera, prom and special occasion resources. National Bridal Market is the one-stop-shop for everything bridal and special occasion.

Buyers should also mark their calendars for the second New York International Bridal Week, taking place April 9-11, 2011 at Pier 94. The debut market in October 2010 revitalized the bridal industry standard in New York with the delivery of a convenient and engaging market which provided ease of shopping. For more information and to register for the NY market visit www.newyorkbridal.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 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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