

FOR IMMEDIATE RELEASE

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7 W WELCOMES COFFEE & TEA FESTIVAL *Featuring the “Ultimate Barista Challenge®”* **OPEN TO THE PUBLIC AND THE TRADE** February 19-20, 2011

(New York, NY - January 3, 2011) Next month, from February 19-20th, coffee and tea aficionados will head to 7 W New York® for the annual Coffee & Tea Festival—now in its 6th year. As part of the celebration, 7 W, a premier venue located across from the Empire State Building, will also be the site of the highly anticipated northeast Ultimate Barista Challenge®. The competition will be an exciting event where baristi compete for the title of NYC’s “Ultimate Barista.” In addition to the contest, the festival offers the public and trade two days of fun and interactive classes, lectures and demonstrations from well-regarded professionals in the coffee & tea industries.

As seen on the Food Network’s hit show *Unwrapped*, the show’s programming highlights include topics as varied as coffee cupping & tasting, afternoon tea etiquette, making tea cocktails, and incorporating coffee into recipes. Featured exhibitors include: Melitta, Tavalon Tea, Harney & Sons Fine Teas, Jalima Coffee, Fang Gourmet Tea, Peet’s Coffee & Tea, TeaClassics, Aroma Espresso Bar, Hancha Tea, Coffee Lab Roasters, Montauk Beverage Works, Runa, Joe’s Coffee House, QTrade Teas, Entenmann’s Coffee, World Green Tea Association, and the Tea Association of the U.S.A. The event will also help raise funds and awareness for Cup for Education, a non-profit group that provides help to the poor rural coffee communities of Central and Latin America.

A \$20 all-day-pass includes all Festival programming and sampling. Goodie bags, sponsored by ING Direct Café will be distributed to the first 1500 attendees each day.

New for 2011 is the addition of a special ticketed VIP tea event: An Evening of Chinese Tea & Tradition. The presentation, led by Hong Kong tea masters Michael Wong and Tim Hsu, is an exploration of tea throughout history; from medicine to currency and art. Participants will get a chance to sample traditionally crafted teas from China prepared by in GongFu Cha style. This special event is sponsored by The Tea Gallery & The Mandarin’s Tea Room and will be held in a private reception room on Saturday evening at 5:30. Only 100 tickets are available to the general public and must be purchased in advance at the event website. Tickets are \$40 and include admission to the festival.

Tickets can be purchased in advance at the event website: www.CoffeeAndTeaFestival.com.

For complete and continually updated information about 7 W New York, attendees can visit www.7wnewyork.com. 7 W can also be found 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. Located at 7 W 34th Street, 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.

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