

FOR IMMEDIATE RELEASE

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MMPI OFFERS HANDMADE PRODUCTS WITH A PURPOSE AT ITS FAIR TRADE PAVILIONS IN LOS ANGELES AND CHICAGO

CHICAGO (January 17, 2011) – MMPI leads the way in providing the best in qualified Fair Trade resources with its thriving Fair Trade pavilions in Los Angeles and Chicago. Each show offers buyers and retailers a broad spectrum of quality products ranging from clothing, coffee, food, furniture, home décor, and house wares, to jewelry, tea, toys, and personal accessories.

Consumers are looking for high-end, quality handmade products with a story and MMPI is meeting that demand with growing Fair Trade pavilions at the California Gift Show and The Chicago Market. Both markets will provide Fair Trade Federation exhibitors in a centralized pavilion for ease of shopping and product offerings not found at other markets.

“The Fair Trade Federation has become an important part of the California Gift Show and The Chicago Market, as well as the gift industry as a whole,” said Joan Ulrich, senior vice president, MMPI. “Both shows celebrate work from the around the world, reflecting the global marketplace in which we operate, at the same time supporting those artists and their communities.”

“The partnership between the Fair Trade Federation and MMPI continues to expand opportunities for artisans around the world while delivering high quality products to stores across North America,” said Carmen K. Iezzi, Executive Director of the Fair Trade Federation. “We are delighted that the Fair Trade Pavilions continue to grow and expand these vibrant connections.”

The Fair Trade Federation (FTF) is a trade association that strengthens and promotes organizations fully committed to Fair Trade. The Federation is a part of the global Fair Trade movement, building equitable and sustainable trading partnerships and creating opportunities to alleviate poverty. Fair Trade products offer more choices for retailers to help differentiate their business in order to meet consumer demand for artisan products.

The California Gift Show and The Chicago Market are excited to welcome new and returning Fair Trade exhibitors to the January 2011 Markets. Please see below for exhibitor highlights and links to a complete listing of Fair Trade exhibitors.

California Gift Show Fair Trade exhibitor highlights include:

Swahili Imports, Booth 1000KH, <http://www.swahili-imports.com>

Since 1994, Swahili Imports has been building a network of artisans across Africa. Swahili's partnerships center on fair and sustainable profit generation, artisan

advancement and modern, earth-friendly product development. More than 1000 retail stores, museums, educational institutions and catalogs worldwide currently sell Swahili Imports products,

Art Aids Art, Booth 1023KH, <http://www.artaidsart.org>

Art Aids Art, a 501(c) (3) nonprofit organization, promotes education and sustainable economic development through the arts programs in impoverished townships surrounding Cape Town, South Africa. With our U.S. office based in Altadena, California, Art Aids Art's American activities focus on educating the public about South African culture and the HIV/AIDS crisis through presentations at community centers and private home gatherings.

Zen Zen GARDEN & HOME, Booth 1018KH, <http://www.zen-zen.com/>

For almost two decades zen zen GARDEN & HOME has created a unique line of products for home, garden and body. Their designs are inspired by the zen traditions of craftsmanship, simplicity, harmony and the use of natural materials. With respect to the local artisans' lifestyle, traditions and environment they also work with village communities, educating them in conservation, sustainable development and organic farming.

Please visit <http://www.californiagiftshow.com/directory-search/temporaries/> for a current Fair Trade exhibitor list.

California Gift Show Fair Trade Seminar Information

FAIR TRADE PRODUCT RAFFLE

Location: Global Handmade Hope, 924 Kentia

Time: Daily

Visit Global Handmade Hope for the chance to win a gift basket filled with Fair Trade and green jewelry, scarves, cards, bags, and more! Simply visit our booth and drop off your business card to enter for the chance to win one of three prizes. First prize: gift basket with retail value of \$250. Second prize: beautiful hand knit shoulder wrap with button with a retail value of \$80. Third prize: wind chimes with retail value of \$35. NO PURCHASE NECESSARY.

INTRODUCTION TO FAIR TRADE

Presented by Carmen K. Iezzi, Executive Director, Fair Trade Federation

Time: Daily

Location: Kentia, Los Angeles Convention Center, Space 1043

For more than 60 years, Fair Trade Organizations have offered high-quality products that create tremendous, sustainable, and positive change among the poorest of the poor. Carmen K. Iezzi will be in attendance to represent the Fair Trade Federation.

Chicago Market Fair Trade exhibitor highlights include:

Baskets of Cambodia, Booth 8-8093, www.basketsofcambodia.com

The first major overseas exporter of baskets in Cambodia. They supply some of the world's finest baskets and purses in any price range. They provide a healthcare safety net program, yearly dividends, and schooling options in varying degrees depending on the level of participation of our makers in Cambodia.

Mata Traders, Booth 8-8101, <http://www.matatraders.com/>

Fair trade clothing and accessories, handmade by women's cooperatives in India and Nepal. They work with local communities and use traditional artisan skills to create products that make the world a better place

Women of the Cloud Forest, Booth 8-9101, <http://www.womenofthecloudforest.com>
Women of the Cloud Forest use rainforest seeds create different types of earrings, bracelets and necklaces. They are a Fair Trade project and their work can be seen in leading, zoos, botanical gardens, museums and boutique shops across the country.

Please visit <http://www.shopchicagomarket.com/exhibitorlisting> for a current Fair Trade exhibitor list.

CALIFORNIA GIFT SHOW HOURS:

L.A. Mart

Tuesday, January 18 – Monday, January 24

Showrooms: 9a.m. – 6p.m.

Friday, January 21 – Monday, January 24

Temporaries and Beckman's™ West: 9a.m. – 6p.m.

Friday, January 21 – SHOP LATE NIGHT!

Showrooms: 9a.m. – 8p.m., Temporaries and Beckman's™ West: 9a.m. – 8p.m.

LOS ANGELES CONVENTION CENTER

Friday, January 21-Sunday, January 23

Temporaries: 9a.m.-6p.m.

Monday, January 24

Temporaries: 9a.m. – 4p.m.

LOCATION:

LOS ANGELES CONVENTION CENTER
1201 South Figueroa St. Los Angeles, CA 90015
South and Kentia Halls

L.A. MART

1933 S. Broadway, Los Angeles, CA 90007

For more information on The California Gift Show, please visit www.californiagiftshow.com.

CHICAGO MARKET: LIVING AND GIVING SHOW HOURS

Thursday, January 20 – Tuesday, January 25

Showrooms: 9 a.m. – 6 p.m. | Floors 13, 14, 15

Saturday, January 22 – Tuesday, January 25

Temporaries and Beckman's™ Handcrafted Show: 9 a.m. – 6 p.m. | Floor 8

Saturday, January 22 and Sunday, January 23 – SHOP LATE NIGHT!

Showrooms: 9 a.m. – 8 p.m. | Floors 13, 14, 15

Temporaries and Beckman's™ Handcrafted Show: 9 a.m. – 6 p.m. | Floor 8

Wednesday, January 26

Showrooms: 9 a.m. – 5 p.m. | Floors 13, 14, 15

For more information on The Chicago Market: Living and Giving, please visit www.shopchicagomarket.com or call 800.677.6278 (MART).

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.

The Chicago Market: Living and Giving is a trademark of MMPI. **Beckman's** is a registered trademark of MMPI. The Chicago Market: Living and Giving is a quarterly wholesale tradeshow designed for store owners, retail buyers and designers to shop a wide array of quality products ranging from home accents and furniture to handcrafted or eco-friendly product to collectible items, holiday, baby/children's product, gourmet and more. The Chicago Merchandise Mart is located at 222 Merchandise Mart Plaza, Chicago, IL 60654. For more information call 800.677.6278 (MART) or visit www.shopchicagomarket.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 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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