

FOR IMMEDIATE RELEASE

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THE CALIFORNIA GIFT SHOW® OFFERS INTERNATIONAL FLAIR AND SUPPORTS GLOBAL CAUSES WITH ITS KENTIA – GLOBAL MARKETPLACE

LOS ANGELES, CA (December 30, 2010) – The California Gift Show® continues to evolve and excite, by offering buyers a global experience with its rebranded Kentia-The Global Marketplace section. Kentia, which unveiled a new look at the July 2010 market, has been well received by exhibitors and buyers alike.

An International experience that cannot be found at any other gift show.

Kentia's international experience cannot be found at any other gift show and promotes the cultural diversity the hall represents, while supporting social responsibility and community development worldwide. The consumer demand for unique, culturally diverse, and one-of-a-kind products that support the global community continues to grow. Kentia answers that demand, with the vibrant and lively World Style, including one the largest collection of Fair Trade Federation exhibitors in the country. In addition to the exceptional resources of World Style, Kentia also offers an extensive collection of jewelry both fine and fashion as well as the growing category of Vintage, where buyers can find the trendy shabby chic products that have a special history and story that captures the imagination.

"Kentia offers an international experience that cannot be found at any other gift show and promotes the cultural diversity the hall represents while supporting social responsibility and community development worldwide," said Peggy Coleman, vice president marketing, L.A. Mart and California Gift Show.

A combination of traditional order writing and immediate delivery options that creates an easy market experience.

Cash and carry is a unique buying option exclusive to Kentia. Cash and carry is a smart way for buyers to purchase with instant opportunities to refresh their product mix and see immediate results in their stores. Retailers can purchase product and immediately place in their stores the next day.

"Retailers continue to look for ways to differentiate their stores and we meet that need by bringing them the opportunity and ability to refresh their stores instantly with immediate delivery and ROI," said Mark Furler, general manager, California Gift Show. "We are proud to offer such an internationally diverse mix of exhibitors and the most innovative products that buyers won't find elsewhere."

Kentia is an exceptional resource for retailers looking for product to differentiate their stores. In addition to cash and carry, Kentia offers a wide-range of resources from its

popular fine and fashion jewelry section, to one of the largest collections of Fair Trade Federation exhibitors in the country, to its extensive Vintage Collection, which offers one of a kind items ranging from antique furniture, to jewelry to linens, clothing and more. Kentia is a not-to-be-missed component of the California Gift Show.

Kentia will once again host 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.

Winners from the Kentia's 2010 World Style Stories include:

Bridge for Africa Foundation

Bridge for Africa is a fair trade, non-profit organization dedicated to promoting the dignity of work and self-sufficiency in African communities.

Puresa Organics

Puresa Organics is an Environmental + Humanitarian company, dedicated to creating global awareness on Human Trafficking, and empowering women world-wide through employment, in the making and sales of our organic bags.

Handmade Expressions

Although Handmade Expressions has only been in operation for 4 years, it has managed to form strong partnerships with over 30 artisan cooperatives all over rural India.

Tesoros Trading Co

100% of Tesoros' Handmade Haitian product the proceeds being used to recycle into projects to help the artisans of Haiti reestablish their enterprises. The HAND/EYE Fund helps Haitians get much-needed commerce flowing through Haiti's culturally and economically important artisan businesses with the "A Million Hearts for Haiti" program. "Million Hearts" will generate an estimated \$1,000,000 to benefit Haitian artisans through the sale of hearts made by them in stone, metal, paper Mache, sequins and fabric, vetiver root, recycled materials, and more.

The Sankofa Center.org

The Sankofa Center.Org, Outstanding Exhibitor Award Winner (New California Gift Show-January 2010), 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 thousands of women, men, and youths to treatment in Ghana, West Africa.

The Leakey Collection

The Leakey Collection was started in 2001 as a direct response to a devastating drought in Kenya. Utilizing the beading skills of the women, they created contemporary jewelry using natural, sustainable materials such as grass and fallen wood.

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.

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 850 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 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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