

NeoCon®

FOR IMMEDIATE RELEASE

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NEOCON® 2011 PRESENTS MUST SEE KEYNOTE-SPEAKERS

CHICAGO (March 28, 2011) - NeoCon® returns June 13-15, to Chicago's Merchandise Mart with an incredible line-up of world-class keynote speakers.



Matt Petersen
President and CEO of Global Green USA
8 a.m., June 13

Petersen has served as President and CEO of Global Green USA since its inception in 1994. He has built the organization into an incredible force for change to improve the lives of those in need, and ensure a healthy environment for generations to come. Petersen has established himself as an authority on energy, sustainability and social innovation.

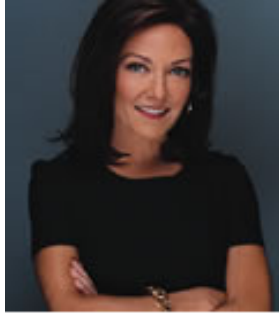
Petersen's vision for the green rebuilding of New Orleans after Hurricane Katrina led to energy efficient schools, homes, and the New Orleans Sustainable Design Competition, created with Brad Pitt. In addition, Petersen is the inaugural senior fellow for the Sir Edmund Hillary Institute and an advisor to the Leonardo DiCaprio Foundation.



Amy Wells
Emmy-nominated film and T.V. set decorator
8 a.m., June 14

Amy Wells, S.D.S.A., was the set decorator for the first three seasons of AMC's "Mad Men." She earned her undergraduate degree in film and TV production from the University of Southern California and her career has spanned for more than 20 years. She has been the set decorator for movie features such as *Clueless*, *The Phantom*, *American Pie*, *There Will Be Blood*, *A Single Man*, the Emmy-nominated HBO Series *From the Earth to the Moon*, and the L.A. movie scenes for *Sex and the City*.

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Margaret Russell
Editor in Chief of *Architectural Digest*
1 p.m., June 14

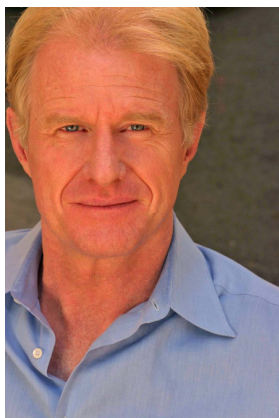
Margaret Russell was named editor in chief of *Architectural Digest* in August 2010. She is committed to promoting the design community through charitable work both locally and nationally, and is a trustee of God's Love We Deliver, having previously served on the boards of DIFFA and the Alpha Workshops. Russell is the author of several books, including *Designing Women: Interiors by Leading Style Makers*, *So Chic: Glamorous Lives*, *Stylish Spaces*, and *Style & Substance: The Best of ELLE DÉCOR*.



Henrik Fisker
Co-founder/CEO of Fisker Automotive
3 p.m., June 14

Henrik Fisker is a leading automobile designer and CEO of Fisker Automotive. He is best known for his creation of the Aston Martin DB9, Aston Martin V8 Vantage and BMW Z8.

In 2005, Fisker teamed up with Bernhard Koehler to start a new luxury car company, Fisker Coachbuild, which built and sold tailor-made cars based on production platforms. Fisker Coachbuild and Quantum Technologies teamed up to form Fisker Automotive and have created the Fisker Karma, a hybrid luxury car revealed in January 2008 at the North American International Auto Show.



Ed Begley Jr.
Actor and Environmentalist
8 a.m., June 15

Ed Begley Jr. has been considered an environmental leader in the Hollywood community for many years. He has served as chairman of the Environmental Media Association and the Santa Monica Mountains Conservancy, and has received awards from some of the most prestigious environmental groups, including the Natural Resources Defense Council and The Coalition for Clean Air. He currently lives near Los Angeles in a self-sufficient home powered by solar energy.

Keynote programs are open to trade professionals for \$25. This year's NeoCon will offer 140 CEU-accredited seminars, industry association forums and keynote presentations, giving trade professionals the opportunity to discover the newest trends and techniques from some of the top-names in the industry.

More than 40,000 industry professionals from around the world will have the opportunity to experience thousands of new products from more than 700 of the world's top furnishings manufacturers for commercial office, residential, health care, hospitality, institutional and government design environments. Products will span a wide range of categories, including: architectural products, artwork and accessories, building products and services, fabric, floor coverings, furnishings, kitchen and bath, lighting, outdoor furniture, stone and tile, sustainable design products, technology, textiles and wall coverings.

NeoCon attendees are encouraged to pre-register by June 6 to save time and money. As part of a new effort to increase online pre-registration, attendees who register at www.neocon.com by June 6 will be admitted into the show at no charge. Attendees who wait to register on-site will be charged \$25 for a show badge.

For more information about NeoCon, visit www.neocon.com or call (800) 677-6278 (MART). Outside of the United States call (312) 527-7600. NeoCon is only open to trade professionals with proper credentials.

NeoCon® is a registered 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, 7 W New York, and Piers 92 & 94 in New York City; the Boston Design Center in Boston; the L.A. Mart in Los Angeles; the Washington Design Center in Washington DC.

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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