

FOR IMMEDIATE RELEASE

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DISCOVER INNOVATIVE PRODUCTS AND TRENDS AT THE INTERNATIONAL CASUAL FURNITURE & ACCESSORIES MARKET AT CHICAGO'S MERCHANDISE MART, SEPTEMBER 21-24, 2010

The Casual Market features the latest in outdoor furnishings and accessories

CHICAGO, IL (August 5, 2010) – The International Casual Furniture & Accessories Market™ returns to The Merchandise Mart September 21-24, 2010, offering the most complete collection of new furniture, accessories and trends for outdoor living. The International Casual Furniture & Accessories Market is 100% dedicated to the outdoor industry and encompasses 350,000 square feet of exhibit space filled with hundreds of permanent and temporary exhibitors. It is also the only market exclusively endorsed by the International Casual Furnishings Association (ICFA).

The annual trade show is expected to attract thousands of retailers including: specialty casual furniture retailers, home furnishings retailers, department stores, pool and spa retailers, garden center retailers, hearth and fireplace retailers, cataloguers, hardware stores, discount/mass merchandisers, gift, holiday and decorative accessory retailers, interior designers, hospitality specifiers, architects, landscape designers and landscape architects.

Buyers will have the opportunity to see the latest product introductions from the industry's leading manufacturers in a variety of categories: Furnishings (including wrought iron/aluminum, cast metal/cast combination, rattan/wicker/woven, tubular resin/fiberglass and wood), umbrellas, hammocks, outdoor lighting, outdoor carpeting and rugs, garden accessories, tabletop, statues, fountains, outdoor bars, outdoor hearth and heating products, alternative tabletops, grills, pool and spa and much more.

Along with incredible products, buyers will have access to numerous educational seminars and networking opportunities throughout the four-day Market. These seminars offer opportunities to learn insights in trends in the industry, network with peers, and further professional education.

Returning this year, **The Garden Accessories Courtyard**, a 10,000 square-foot-area dedicated to all things accessories, will be located on the Northwest side of the 8th Floor Market Suites. The Garden Accessories Courtyard is home to exhibitors featuring decorative accessories, outdoor lighting, hearth products, tabletop, rugs, pottery, statuary and much more.

SPECIAL EVENTS + AWARD PRESENTATIONS

The following is a summary of exciting special events and award presentations that will take place during Market:

Tuesday, September 21

Market Welcome Party

6 – 8 p.m. • 8th Floor, Market Suites

Kick off your Market experience right with this fun event on the 8th Floor Market Suites. Complimentary cocktails and hors d'oeuvres served. Hosted by MMPI.

Wednesday, September 22

International Casual Furnishings Association (ICFA) Annual Meeting

7:30 a.m. • Merchandise Mart Conference Center, 2nd Floor

ICFA Awards Reception

6:30-8 p.m. • School of the Art Institute of Chicago Ballroom; 112 S. Michigan Avenue

A special new awards event to highlight presentation of the Design Excellence Category Awards and the announcement of the Lillian B. Winchester "Best of Show" Award. The ICFA Sales Representative of the Year Award will also be presented for the first time at the event, along with the reintroduction of the coveted Manufacturer of the Year Award. ICFA members and invited guests.

Thursday, September 23

Apollo Awards Banquet + Fashion Show

6:30 p.m. • Field Museum, Stanley Field Hall – NEW LOCATION!

The grandest event of Market, the Apollo Awards celebrate the influential contributions made by industry icons. Leading retailers in single- and multi-store categories will be honored and the 2010 Lifetime Achievement Award honorees will be recognized for their industry achievements.

And, take in the latest fabric trends during dinner with the "Textile Trends: Al-Fresco Fashion Show." Presented by Casual Living magazine and headlined by Sunbrella, this premier runway event previews the latest fabric collections from top outdoor fabric manufacturers including Ardwyn Decorative Fabrics, Outdura, Sunbrella, Sunbury and Tri Vantage.

By invitation only and tickets required. Hosted by MMPI and the ICFA.

KEY NOTE PRESENTATION AND SEMINARS

The International Casual Furniture & Accessories Market is pleased to present complimentary, informative, entertaining and educational seminars intended for Market attendees and exhibitors alike.

KEYNOTE PRESENTATION

Tuesday, September 21

Outdoor Elegance

3 p.m. | Suite 1520, 15th Floor

Roger Thomas, executive vice president design for Wynn Design and Development who created the interiors of Wynn Las Vegas and Encore at Wynn Las Vegas, will headline as the keynote speaker for the 2010 Casual Market. Thomas will showcase his hotel design work and discuss his philosophy and approach to designing outdoor spaces. He also will investigate the trends to move indoor furnishings outdoors and outdoor furnishings indoors.

Wednesday, September 22

The Big Picture – Are You Ready for the New Consumer?

1 p.m. | Suite 1520, 15th Floor

Global trend specialist Maxine Lauer will speak on how the consumer of today is changing and share insights on how you can better serve them, as well as implications on their expectations when purchasing patio products. Learn about the key touch points that appeal to the needs and desires of Gen Now, Gen X, Zoomers and Prime Timers: critical insights into how each segment lives and shops that will help you successfully position your company for future growth. Sponsored by Agio and Casual Living magazine.

Thursday, September 23

Women, Money and Buying Power

1 p.m. | Suite 1520, 15th Floor

Today, if you're not directing your marketing efforts at women, you're missing the mark entirely. Consumer spending drives the U.S. economy and consumer spending is controlled by women.

In this seminar, Richard Wright, Editor of *Hearth & Home* magazine, will present survey results detailing the female role in the purchase of patio, barbecue and hearth products.

Lisa LaPorta, Interior Designer and host of several shows on HGTV such as "Designed to Sell," will share ideas on how to target that female consumer. She will offer advice to make your store, your products and the shopping experience more appealing to your female customers. Presented by *Hearth & Home* magazine and Jordan Manufacturing.

Friday, September 24

Inspired Exteriors presented by Luxe Interiors + Design magazine

We are pleased to welcome members of the design trade – interior designers, architects, landscape architects and designers – to Market! Friday's seminars will focus on design trends in the casual industry and the evolution of outdoor spaces.

Perfect Porches; Designing Welcoming Spaces for Outdoor Living

10:30 a.m. | Suite 1520, 15th Floor

Savannah College of Art and Design (SCAD) president and co-founder, Paula Wallace, will discuss the history of designing outdoor spaces and porches over the years and across the country. Showcasing stunning photographs from forty homes in her recent book, "Perfect Porches," Wallace will illustrate how varied and iconic these American spaces can be and present a wealth of structural appointments and designs. The presentation also will provide practical ways to bring privacy to urban porches, adding chic accents to old-fashioned verandas, and creating coziness to modern environments.

Inspired Exteriors Panel Discussion and Lunch

11:30 am | Suite 1520, 15th Floor

Why stop your design service at the backdoor or not offer clients the furnishings they need for their outdoor room? Led by Luxe Interiors + Design magazine, interior design and landscape design experts will share important information about how they market to clients and work together to design outdoor space.

Outdoor/Casual Showroom Tours

Following the presentation, design trade professionals, as well as Market dealers and buyers, are welcome to explore the permanent outdoor resources that The Merchandise Mart has to offer year round.

To RSVP for the seminars, visit [Casual Market.com](http://CasualMarket.com) and click on Register Now. Attendees can register for the Market and seminars in one easy step.

SHOW INFORMATION

The International Casual Furniture & Accessories Market™
The Merchandise Mart, Chicago, IL
Tuesday, September 21– Friday, September 24, 2010

Permanent Showrooms: Floors 15, 16, 17

Tuesday-Thursday, September 21-23, 8:30 a.m.-6 p.m.
Friday, September 24, 8:30 a.m.-4 p.m.

Temporary Exhibitors

Tuesday – Thursday, September 21-23, 9 a.m.-6 p.m.
Friday, September 24, 9 a.m.-4 p.m.

For more information, please visit www.casualmarket.com.

The International Casual Furniture & Accessories Market is a four-day trade show that provides retailers with an outlet to find all things related to outdoor and casual living. Featuring the latest products and trends in the industry, the Casual Market averages approximately 350 temporary exhibitors and permanent showrooms totaling approximately 350,000 square feet of overall exhibit in The Merchandise Mart.

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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