

FOR IMMEDIATE RELEASE

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HOMECREST OUTDOOR LIVING OPENS NEW SHOWROOM AT THE MERCHANDISE MART IN CHICAGO

CHICAGO, IL (July 29, 2010) –MMPI is proud to announce that Homecrest Outdoor Living, a premier manufacturer of affordable luxury outdoor furniture, is opening a showroom on the 17th floor of Chicago's Merchandise Mart. Homecrest Outdoor Living's new showroom is opening just in time for the July ICFA Preview Show and September International Casual Furniture & Accessories Market™.

"Everyone here at Homecrest Outdoor Living is excited to be back on the 17th floor in the Chicago Merchandise Mart! It has been an exciting journey over the past two and a half years. We are enjoying solid growth and thrilled to have many of our past dealers back," said Mark Fillhouer, chief operating officer, Homecrest Outdoor Living. "Having a permanent showroom will make it easier for us to show our dealers the ongoing evolution that we are creating with our new products, new programs, and new marketing direction. With the challenges that the current business environment brings, it is great to be able to show that a business can prosper while employing people domestically and supporting our local economy."

Homecrest Outdoor Living offers a comprehensive line of affordable luxury outdoor furniture offered in 30 collections. Pieces include tables, chairs, chaises, loveseats, sofas, ottomans bar and balcony stools/chairs stools featuring durable aluminum, steel, and cast frame construction. Products can be customized with an array of frame finish colors and fashionable fabric options. Tabletop options include metal, glass, granite and a broad selection of faux products.

Homecrest Outdoor Living's new showroom was designed to be timeless and to simulate a retreat to the outdoors. The main focus of the space was to create a quiet landscape, which allows the boldness of Homecrest Outdoor Living's new products and Color Story to come through. The shell of the new permanent showroom takes textures from nature to mimic the outdoor environment. Sand walls, rock walls, and heavy textures reflect the outdoors, allowing the furniture and fabrics to make a contemporary, traditional, old world, or transitional statement based on their placement in the showroom. Homecrest Outdoor Living kept the integrity of the concrete floor to imitate the patio areas whether residential or commercial.

Due to increased consumer demand for outdoor rooms and casual furnishings and accessories, MMPI has been expanding its casual industry at The Merchandise Mart. The expansion includes adding several new resources and many current tenants

expanding in order to increase their space to showcase more collections. Homecrest Outdoor Living is one of several exciting additions happening in July 2010.

Homecrest Outdoor Living's new showroom is located in Suite 1744. The showroom will reach the design trade and their clients shopping The Merchandise Mart Design Center on a daily basis. Homecrest Outdoor Living will continue to be a part of the International Casual Furniture & Accessories Market™ on September 21-24 2010. For more information about Homecrest Outdoor Living and its products please visit www.homecrest.com.

For more information on The Merchandise Mart Design Center and its showrooms, please visit www.merchandisemartdesigncenter.com.

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.

Homecrest Outdoor Living is a 60-year old outdoor furniture brand that combines a rich history of quality and classic design with today's demand for affordable luxury and versatile living. Homecrest is poised to build its future on consumer and contract needs, innovative new products and global opportunities.

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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