

FOR IMMEDIATE RELEASE

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THE CALIFORNIA GIFT SHOW® PARTNERS WITH CAROLINE KENNEDY, EDITOR OF GIFTS & DECORATIVE ACCESSORIES TO HELP RETAILERS MAKE THE MOST OF MARKETING IN THE NEW ERA

Los Angeles, CA (December 17, 2009) –The California Gift Show® is proud to announce that Caroline Kennedy, Editor of *Gifts & Decorative Accessories* will lead the keynote presentation entitled “Marketing in the New Media Era” at this year’s January Market, on Saturday, January 16.

Kennedy and her panel will offer insights as to how retailers can use social media, blogs, email, and the Internet to increase their store’s marketing reach. Retailers will discover how these new media tools can increase their business and generate new customers. Kennedy has been with *Gifts & Decorative Accessories* magazine for 25 years. Her long association with the gift industry gives her a broad perspective on its trends and the ever-changing landscape of gift retailing.

“This is a new era where email, blogs, Twitter and Facebook have changed the way that we share information and communicate, both in business and personally. And three F words — friend, follower and fan — have taken on new meaning,” said Caroline Kennedy, Editor of *Gifts & Decorative Accessories*. “Today’s retailers can no longer afford to depend solely on traditional marketing media to reach out to established customers and attract new ones. They need to embrace the new media to deliver their message to the plugged-in consumer.”

KEYNOTE PRESENTATION

Caroline Kennedy, Editor of *Gift & Decorative Accessories*

Marketing in the New Media Era
Saturday, January 16, 2010
11:30a.m., L.A. Mart
Complimentary lunch to the first 50 guests
RSVP Required. Please call 213.608.3011 to register.

Please visit www.californiagiftshow.com for more information.

CALIFORNIA GIFT SHOW HOURS:

LOS ANGELES CONVENTION CENTER

9 a.m.–6 p.m. Friday, January 15–Sunday, January 17
9 a.m.–4 p.m. Monday, January 18

L.A. MART

9 a.m.–6 p.m. Tuesday, January 12–Thursday, January 14
9 a.m.–8 p.m. Friday, January 15 **LATE NITE!**
9 a.m.–6 p.m. Saturday, January 16–Monday, January 18

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

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 300 permanent year-round, residential, decorative accessory and gift showrooms serving the retail and interior design industries. The California Gift Show and L.A. Mart Temporaries features over 500 temporary exhibitors of lifestyle merchandise, home décor and furnishings, in the newly enhanced and expanded Temporaries @ L.A. Mart, and Los Angeles Convention Center making the New 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.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 W. 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, owner of MMPI, based in New York City, is a fully integrated 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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