

EXPERIENCE SUMMER IN THE CITY WITH SPECTACULAR SPECIAL EVENTS DURING THE
CHICAGO MARKET: LIVING AND GIVING™, JULY 19-25, 2007

CHICAGO, IL (June 20, 2007) – The Chicago Market: Living and Giving™ celebrates summer in the city at the world-famous Merchandise Mart from July 19-25, 2007 with unique special events and the expansive amenities and customer service that buyers have come to expect in Chicago.

Don't miss The Big Night at The Mart on Monday, July 23 with Super Diamond, the premier Neil Diamond tribute band, performing live and exclusively for Market attendees. The complimentary concert, presented by the sales reps of The Chicago Market, will run from 6–7:30 p.m. on the South Drive along the Chicago River. Since 1993, Super Diamond has made it their mission to spread the "good word of Neil" to all, bridging the gap between young and old, rich and poor, great and small. This July they bring the good word to The Chicago Market for all to enjoy.

SPECIAL EVENTS:

Summer Retail Tour *and* Forum

Gift and Home Trade Association (GHTA) Forum

Friday, July 20 4-5 p.m.

Merchandise Mart Conference Center 2nd floor

Join four industry experts from the GHTA as they lead a discussion on current trends and skills to benefit any retailer. Complimentary, no RSVP required.

Rosanne Brown, Venice Stationers

Segment: Engaging the Customer

Turning each person who walks through our doors into a customer takes more than just flipping the OPEN sign. It is more than buying great products, offering fair prices and creating eye-catching displays, it is how we relate to the people who walk through our doors that makes a business successful. We can convert traffic into transactions by engaging our customers using simple techniques and good old common sense.

Carol Schroeder, Orange Tree Imports

Segment: The Psychology of Selling

Help your customers feel good about choosing to spend money at your store by creating a unique environment that makes the shopping experience enjoyable -- and also easy and efficient. From the moment a shopper sets foot inside your store, he or she should be made to feel welcome. Store design, lighting, and amenities such as shopping baskets and seating all contribute to making a positive impression and increasing sales. Make every customer's visit a memorable one!

Melissa Haberstroh, The Burlap Horse

Segment: Setting the Stage: Visual Merchandising

Create customer-stopping displays by combining the basics of symmetry and balance with color and theme. Get inspired to buy with a display in mind; learn to adapt inspiration to your personal style and cross-merchandise for maximum sales.

Sherrie Ness , Bates Nut Farm and Farmer's Daughter

Segment: "Creating Excitement"

Sherrie will share her marketing and promotional experiences over the past 22 years. What does it take to create an exciting memorable shopping experience in your store? Sherrie will share tips on creating special events, promotions, educational programs, and the importance of community involvement. Learn how to use your customer lists, employees, media publicity and advertising to make your store the place to shop.

The Summer Retail Tour

Friday July 20, 5:30 – 7:30 p.m.

North Lobby

Join us for a tour of local Chicago boutiques that exemplify the retailing trends discussed at the GHATA Forum. Be inspired and enjoy the best that Chicago Retailers have to offer while you have dinner and sip drinks on this trolley tour. Admission is \$24.99 per person. *RSVP is required – call 312.527.7885 to see if space is still available.* Retail Tour and Forum sponsored by: Demdaco, GHATA, Natural Life, OneCoast, Paragon, Wellspring, and The Chicago Market: Living and Giving

New Buyer Breakfast with Carol “Orange” Schroeder

Saturday, July 21, 9-10 a.m. in the Market Suites on the 7th floor

Learn the basics of effective buying, tips for making efficient use of your show time and how best to shop The Chicago Market during this free breakfast. Please RSVP to Sara Hall at 312.527.7885 or shall@mmart.com by July 13. RSVPs required.

Power Lunch Seminars

Saturday, Sunday, Monday, July 21-23, 12 noon-1 p.m. in the Market Suites on the 7th floor

Join industry experts as they discuss and share essential news, trends and strategies during these free Power Lunch Seminars. Please RSVP to Sara Hall at 312.527.7885 or shall@mmart.com by July 13. RSVPs required, and seating is limited.

Saturday, July 21, Noon – 1 p.m.

Get Your Share of the \$30 Billion Dollar Crafting Industry: Inside Info from the Craft & Hobby Association

Find out what influences purchases in the Craft and Hobby industry and how you can use that knowledge to optimize your store's product mix. Get this timely info from the largest network of crafting businesses in the world. The Craft and Hobby Association, Gail Curtis and Bill DiMasi introduce you to CHA and the benefits of membership including CHA's signature bi-annual Convention & Trade Show events.

Sunday, July 22, Noon – 1 p.m.

Sales Calls That Will Work for Retailers!

With five simple steps, retailers can enjoy value-packed, time efficient sales rep visits. Learn the P's and Q's of Call Planning and make enjoyable sales calls happen, rather than having sales calls happen to you. Presented by Clark Oraska, principal, www.PracticalSales.biz.

Monday, July 23, Noon – 1 p.m.

Introducing Toy Into Your Store

The right blend of specialty toys can accentuate your current product mix, add sales to your bottom line and give your customers an easy way to complete their holiday shopping. All in your store. All in one stop. This session is for any buyer interested in increasing profits with toy this holiday season. Presented by Kathleen McHugh, executive director, American Specialty Toy Retailing Association (ASTRA) www.astratoy.org

Passport to France

Saturday, July 21, 3 – 6 p.m.

Stop by any of the following showrooms to enjoy free drinks and appetizers. Also, pick up your “passport” at any participating showroom and get on your way to winning our champagne giveaway. Once the passport is stamped by all three showrooms, you can enter to win our champagne drawing at 6 p.m. Participating showrooms include: Diane Baker & Company (12-205), Killoran & Associates (12-131) and Michele S. Levitt & Associates (1566).

Signatures

Sunday and Monday, July 22-23, 1:30-3:30 p.m.

Signatures events will allow industry personalities and authors of best-selling titles to mingle and autograph copies of their latest books.

Sunday, July 22, 1:30-3:30 p.m.

Jerome Pohlen, author of “Oddball Illinois”

Meet Jeremy Pohlen, author of “Oddball Illinois: A Guide to Some Really Strange Places.” As editor and educational writer Pohlen has written 40 travel guides, including the Oddball travel series. *The Chicago Tribune* calls Oddball Illinois, “One irresistible guidebook,” and *the Country Almanac* says Pohlen, “Proudly goes where no guidebook has ever dared to tread.” All registered buyers will receive a complimentary signed copy of Pohlen’s book so that they too can discover the offbeat beauty of Illinois (while supplies last).

Monday, July 23, 1:30-3:30 p.m.

Judith Fertig, author of “The BBQ Queens”

Meet the tiara totin’ BBQ Queen, Judith Fertig, who will be ready with a spatula and pen to sign her book, “Weeknight Grilling with the BBQ Queens.” As a grilling and smoking expert with broad appeal, Fertig has appeared on the Food Network and in magazines such as

Food & Wine and Midwest Living. From a charcoal grill to a stainless steel outdoor kitchen, Fertig can show you show it's done without chipping a manicured fingernail.

Showroom Event Nite

Shop Late 'til 8 p.m., Sunday, July 22

Enjoy food, drink and fun music throughout the halls of The Chicago Market during Showroom Event Nite. Buyers can shop until 8 p.m. while enjoying a light, upbeat, party atmosphere. Free parking for all Shop Late attendees at MartParc Wells, MartParc Orleans and Wolf Point. Free parking passes can only be picked up after 7:30 p.m. in Club Chicago.

Display Contest – Retailers' Choice for Most Inspiring Showroom & Exhibitor

All showrooms and exhibitors are included in this unique contest and all buyers are encouraged to vote for their favorite showroom or exhibitor display. Entry forms will be given to each retailer at registration and can be turned into any information desk on the six gift floors by Monday, July 23 at 3 p.m. Winners will be announced at Big Night later that evening. Five showrooms and five exhibitors will be picked as winners.

AMENITIES:

Club Chicago

Club Chicago, The Chicago Market's buyers lounge, will be open from 9 a.m. until 30 minutes after Market closes each day. The Market's place for buyers to rest, relax and regroup during each shopping day, Club Chicago offers drinks and snacks for sale during Happy Hour, 5-7 p.m., on Friday, Saturday and Tuesday.

Chicago Concierge

Buyers can make their Chicago Market experience their own by taking advantage of the dedicated, full-service concierge service available to all attendees. With countless restaurants, theater productions, cultural attractions and nightlife for any taste just outside the doors of The

Merchandise Mart, this summer in the city will be one to remember. Buyers can contact The Chicago Market concierge at concierge@mmart.com or 866.567.9724 for full-service assistance in recommendations and reservations.

Other buyer amenities include:

- \$10 parking during market (restrictions apply, with validation available in Club Chicago)
- A free lunch coupon for all
- Free trolley service to and from participating hotels

PRODUCT OFFERINGS:

The Chicago Market's permanent showrooms on floors 12-15 will be open from Thursday, July 19-Wednesday, July 25 and will feature some of the most popular and prominent gift and home lines available today. The Market Suites temporary exhibitors, including Beckman's Handcrafted Gift Show[®], will enjoy the popular Saturday, July 21-Tuesday, July 24 schedule on floors 7 and 8

and will feature unique home accessories and accent furniture in the Urban Chic and Home sections, new and inspiring products in General Gift, and products tailored to women in What a Girl Wants.

Make sure that Market Square at the Merchandise Mart is on your shopping itinerary. Stretching 200,000-sq.ft. on the 15th floor and ultimately featuring 60-80 showrooms, Market Square at The Merchandise Mart will feature high-quality, design-oriented resources at accessible prices. The newest design destination at The Merchandise Mart taps the growing demand for home accents and furnishings that bridge fine retail and the luxury resources of the Design Center – uniquely satisfying both designers and lifestyle retailers with choice, convenience and quality.

MEDIA CONTACT:

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For more information on Merchandise Mart Properties, Inc. (MMPI) or The Chicago Market: Living and Giving, please visit www.merchandisemart.com/livingandgiving or call 800.677.6278 (MART).

The Chicago Market: Living and Giving is a trademark of Merchandise Mart Properties, Inc. (MMPI). Beckman's Handcrafted Gift Show is a registered trademark of MMPI.

Merchandise Mart Properties, Inc. (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 and Federal Center Southwest 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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