

## THE CHICAGO MARKET: LIVING AND GIVING™ USES SOCIAL NETWORKS TO REACH OUT AND STAY CONNECTED TO GIFT INDUSTRY

**CHICAGO (February 2009)** - The Chicago Market: Living and Giving® announces its new Twitter and Facebook accounts along with a new webinar program. Buyers, designers and retailers will be able to receive timely information faster, participate in discussion boards and have access to photos and information from markets throughout the year, through these social services. Twitter and Facebook will allow for a greater connection between the gift community and The Chicago Market.

In addition to Twitter and Facebook, The Chicago Market will also be offering interactive webinars leading up to market as another way to inform and stay connected. Buyers, designers and retailers will be able to participate in webinars on a variety of subjects such as, how to use the amenities offered on the Chicago Market website, learn about new programs and much more.

“The Chicago Market is always striving to bring its attendees and exhibitors the most up-to-date products, events and programming,” said Trisha Schultz, director of marketing, MMPI. “Joining Twitter and Facebook is an extension of that and will allow for a greater interface between The Chicago Market and the gift & home community.”

### Features of the Twitter and Facebook

#### Twitter

- Up-to-date industry news (“tweets”)
- Links to websites like Yowza.com, an upcoming iPhone app that retailers can use to grow their businesses. When an iPhone user engages the application they see nearby stores that have special deals.
- Highlights on new product that can be found at The Chicago Market.
- Comments from other industry insiders, vendors and retailers.

#### Facebook

- Market pictures
- Upcoming dates of industry events
- Discussion topics related to the industry

### Webinars

Upcoming retailer webinars will feature helpful market shopping tips and buying trend recommendations. Previous webinars, about the Handcrafted industry, have been highly successful with over 150 participants. Contact Sara Hall [shall@mmart.com](mailto:shall@mmart.com) for information on upcoming webinars.

Go to [http://twitter.com/Chicago\\_Market](http://twitter.com/Chicago_Market) to join Twitter for free and receive real-time updates.

Go to <http://www.facebook.com/pages/The-Chicago-Market/24555003579?ref=mf> to join Facebook for free.

For more information on The Chicago Market: Living and Giving, please visit [www.shopchicagomarket.com](http://www.shopchicagomarket.com) or call 800.677.6278 (MART).

The Chicago Market: Living and Giving® is a 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 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 L.A. Mart in Los Angeles; and the Washington Design Center and Federal Center Southwest 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.