

**FOR IMMEDIATE RELEASE**

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**THE CHICAGO MARKET: LIVING AND GIVING® TWITTER CAMPAIGN A SUCCESS AT THE  
JANUARY MARKET, JANUARY 21-17, 2010**

Attendees Share Market Updates Via Twitter During Market

**CHICAGO (February 16, 2010)** - The Chicago Market: Living and Giving® January Market Twitter campaign was a great success. Buyers, retailers and showrooms alike used Twitter to share updates on specials, show events, photos and other useful information during the show. The Chicago Market and raffle sponsors Midwest-CBK and HFN magazine were excited to see attendees streaming live show content every day directly from the show floors.

"The response to the Chicago Market's twitter campaign has been overwhelming. Our customers responded with enthusiasm and the number of our followers has grown," said Joan Ulrich, senior vice president, MMPI. "Showrooms and exhibitors were able to communicate specials during market and buyers shared their hot picks. This communication method has proved to be a great on-site tool for all involved."

Attendees who tweeted before, during and after the show with the hashtag #ChiTownGift were automatically entered into the official market raffle. Prizes included a flat screen TV, Flip video recorders and other great prizes.

**Twitter Grand Prize Winner**

Jodi Duncan, follow her at @JodiDuncan.

**Twitter Flip Video Prize Winners**

World Shoppe, follow them @worldshoppe  
Sweet Bliss Studios, follow them @SweetBlissStudios  
Remote Stylist, follow them @RemoteStylist  
Jim Carper, follow them @jimcarper

**Market Tweets**

**TWEET FROM: JoHille**

RT @remotestylist: @Chicago\_Market cool! Great show - we're having a blast [#chitowngift](#)

**TWEET FROM: RemotelyRob**

RT @JoHille: @Chicago\_Market Had an awesome time, will be back on July for more!  
[#chitowngift](#)

**TWEET FROM: SweetBlissGirls**

Last day @ [#chitowngift](#). :( it been so gr8 seeing old friends & clients & meeting so many new ones!

**TWEET FROM: DerinCollection**

We're having a great show at [#chitowngift](#). Check us out in Samuelson Associates showroom 13-429

**TWEET FROM: JodiDuncan**

The other markets are great, but [#chitowngift](#) is just so convenient. And manageable. And my family can travel with me.

**TWEET FROM: tricitygolfnut**

[#chitowngift](#) great show....found some great stuff

**TWEET FROM: Urbanupcycling**

@Chicago\_Market having gr8 time and finding gr8 products! [#chitowngift](#) :)

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

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).

**SAVE THE DATE:**

**The Chicago Market Spring Market**

Sunday, March 21 – Tuesday, March 23, 2010

Running in conjunction with STYLEMAX: Saturday, March 20 – Tuesday, March 23, 2010

**\*Join us for the Chicago Market's "Retail Boot Camp" seminar series. Visit**

**[www.shopchicagomarket.com](http://www.shopchicagomarket.com) for more information and seminar details.**

**Chicago Market: Living and Giving®**

**Showrooms**

Thursday, July 22– Wednesday, July 28, 2010

**Temporaries and Beckman's Handcrafted Show®**

Saturday, July 24 – Tuesday, July 27, 2010

**TO DOWNLOAD IMAGES:** <http://pressroom.mmart.com/livingandgiving/image-gallery/>

**The Chicago Market: Living and Giving** is a trademark of MMPI. **Beckman's Handcrafted Gift Show** is a registered trademark of MMPI. The Chicago Market: Living and Giving is the longest running gift show in the United States and is a quarterly wholesale tradeshow designed for store owners, retail buyers and designers to shop a wide array of quality products ranging from home accents and furniture to handcrafted or eco-friendly product to collectible items, holiday, baby/children's product, gourmet and more. The Chicago Merchandise Mart is located at 222 Merchandise Mart Plaza, Chicago, IL 60654. For more information call 800.677.6278 (MART) or visit [www.shopchicagomarket.com](http://www.shopchicagomarket.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 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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