

FOR IMMEDIATE RELEASE

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THE CHICAGO MARKET: LIVING AND GIVING® ANNOUNCES NEW PRODUCTS AND FIRST-CLASS AMENITIES DURING THE FALL MARKET, SEPTEMBER 20-22, 2010

CHICAGO, IL (August 30, 2010) - From the freshest products to next season's stylish trends, The Chicago Market: Living and Giving® will feature a world of product during the Fall Market at the Merchandise Mart, September 20-22, 2010. Local and specialty-store buyers will find great programming and exclusive product lines unique to the Chicago Market.

The Chicago Market is also running concurrently with The International Casual Furniture & Accessories Market™, which offers the most complete collection of new furniture, accessories and trends for outdoor living. The International Casual Furniture & Accessories Market is 100% dedicated to the outdoor industry and encompasses 350,000 square feet of exhibit space filled with hundreds of permanent and temporary exhibitors. It is also the only market exclusively endorsed by the International Casual Furnishings Association (ICFA).

The Chicago Market will host an informational Lunch N' Learn seminar on Tuesday, September 21. Jo Anne Stone-Geier, a marketing and branding expert, will share how branding has become an integral part of the retail experience in her presentation entitled "Branding is Everything". Stone-Geier will cover topics such as managing consumers expectations through brand strategies, how to use product and merchandising to support brand strategy and how to create something unique that will become a business differentiator. She will also focus on the use and importance of private labels and specialty products.

As always, shopping the Chicago Market is made easy with expansive amenities offered each day of Market. Buyers will enjoy discounted parking, a full equipped buyers' lounge and the opportunity to attend fabulous parties offered by the nationally acclaimed International Casual Furniture & Accessories Market™, which runs in conjunction with the Fall Market. Buyers are welcome to attend both Markets while at the Merchandise Mart.

TUESDAY, SEPTEMBER 21

12:00 Noon – 1:00 p.m.

Presentation in Suite 1486

Lunch in and!Sales, suite 14-109

Speaker: JoAnne Stone-Geier

Topic: Branding is Everything

RSVP Required: Paula Guiliano, pguiliano@mmart.com.

The Tuesday Seminar Series program is sponsored by and!Sales, suite 14-109, a new Chicago Merchandise Mart showroom that opened during the July 2010 Market. For more information regarding and!Sales lines and new-to-Market products, please call 312.222.1880 or visit www.andsales.com.

See below for exciting Casual Market programming that is open to Chicago Market attendees. To RSVP for the seminars, visit CasualMarket.com and click on Register Now. Attendees can register for the Market and seminars in one easy step.

KEYNOTE PRESENTATION

Tuesday, September 21

Outdoor Elegance

3 p.m. | Suite 1520, 15th Floor

Roger Thomas, executive vice president design for Wynn Design and Development who created the interiors of Wynn Las Vegas and Encore at Wynn Las Vegas, will headline as the keynote speaker for the 2010 Casual Market. Thomas will showcase his hotel design work and discuss his philosophy and approach to designing outdoor spaces. He also will investigate the trends to move indoor furnishings outdoors and outdoor furnishings indoors.

Wednesday, September 22

The Big Picture – Are You Ready for the New Consumer?

1 p.m. | Suite 1520, 15th Floor

Global trend specialist Maxine Lauer will speak on how the consumer of today is changing and share insights on how you can better serve them, as well as implications on their expectations when purchasing patio products. Learn about the key touch points that appeal to the needs and desires of Gen Now, Gen X, Zoomers and Prime Timers: critical insights into how each segment lives and shops that will help you successfully position your company for future growth. Sponsored by Agio and Casual Living magazine.

Thursday, September 23

Women, Money and Buying Power

1 p.m. | Suite 1520, 15th Floor

Today, if you're not directing your marketing efforts at women, you're missing the mark entirely. Consumer spending drives the U.S. economy and consumer spending is controlled by women.

In this seminar, Richard Wright, Editor of Hearth & Home magazine, will present survey results detailing the female role in the purchase of patio, barbecue and hearth products.

Lisa LaPorta, Interior Designer and host of several shows on HGTV such as "Designed to Sell," will share ideas on how to target that female consumer. She will offer advice to make your store, your products and the shopping experience more appealing to your female customers. Presented by Hearth & Home magazine and Jordan Manufacturing.

Friday, September 24

Inspired Exteriors presented by Luxe Interiors + Design magazine

We are pleased to welcome members of the design trade – interior designers, architects, landscape architects and designers – to Market! Friday's seminars will focus on design trends in the casual industry and the evolution of outdoor spaces.

Perfect Porches; Designing Welcoming Spaces for Outdoor Living

10:30 a.m. | Suite 1520, 15th Floor

Savannah College of Art and Design (SCAD) president and co-founder, Paula Wallace, will discuss the history of designing outdoor spaces and porches over the years and across the country. Showcasing stunning photographs from forty homes in her recent book, "Perfect Porches," Wallace will illustrate how varied and iconic these American spaces can be and present a wealth of structural appointments and designs. The presentation also will provide practical ways to bring privacy to urban porches, adding chic accents to old-fashioned verandas, and creating coziness to modern environments.

Inspired Exteriors Panel Discussion and Lunch

11:30 am | Suite 1520, 15th Floor

Why stop your design service at the backdoor or not offer clients the furnishings they need for their outdoor room? Led by Luxe Interiors + Design magazine, interior design and landscape design experts will share important information about how they market to clients and work together to design outdoor space.

Outdoor/Casual Showroom Tours

Following the presentation, design trade professionals, as well as Market dealers and buyers, are welcome to explore the permanent outdoor resources that The Merchandise Mart has to offer year round.

The International Casual Furniture & Accessories Market™

September 21 –September 24

For casual furniture and accessories buyers who need to purchase a wide selection of outdoor furnishings and accessories, 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 boasts approximately 300 temporary exhibitors and more than 40 permanent showrooms totaling approximately 350,000 square feet of overall exhibit space on floors 7, 8, 15, 16 and 17 in The Merchandise Mart in Chicago.

Save the Date:

January 2010 The Chicago Market: Living and Giving®

Showrooms: Thursday, January 20 – Wednesday, January 26

Temporaries and Beckman's Handcrafted Show: Saturday, January 22 – Tuesday, 25

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

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.

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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