

FOR IMMEDIATE RELEASE

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**THE CHICAGO MARKET: LIVING AND GIVING® ANNOUNCES NOT-TO-BE-MISSED
SPECIAL EVENTS FOR RETAILERS JANUARY 21-27, 2010**

CHICAGO – (December 4, 2009) – The Chicago Market: Living and Giving® continues its mission to keep its buyers informed and enlightened with several not-to-be missed special events this January. Event highlights include a keynote presentation from Gordon Segal, chairman and co-founder of Crate & Barrel, Power Lunch Seminars and the ever-popular Speed Networking Seminar. These events can be found only at The Chicago Market: Living and Giving, January 21-27, with Temporaries, including Beckman's™ Handcrafted Show, January 23-26.

SPECIAL EVENTS

KEYNOTE PRESENTATION

Gordon Segal, Chairman and Co-Founder of Crate and Barrel

It All Begins With The Merchandise
Monday, January 25, 2010
4p.m. – 5p.m. | Merchandise Mart Conference Center
Cocktail Reception to follow

Join Gordon Segal, chairman and co-founder of Crate & Barrel as he shares specific methods and strategies on how to find unique product that will help differentiate your store with a wide range of customers. Gordon will also describe how to use product to establish a point of view or brand position and how to educate employees to get customers excited about your product. RSVP Required to: events@shopchicagomarket.com. Please include the event name in the subject line.

POWER LUNCH SEMINAR SERIES

Fuel your business and your body through our complimentary Power Lunch Seminar Series. E-mail events@shopchicagomarket.com to R.S.V.P. R.S.V.P. required. Please include the event name in the subject line when registering.

Saturday, January 23, 2010

8:00 a.m. – 9:00 a.m. | Temporary Suites, Floor 8th Room 8A
Elizabeth Gardner, Director, Women's Business Development Center
Think and Grow Big: Strategies for Business Growth

Join Elizabeth Gardner, director of the Women's Business Development Center as she shares useful strategies for small business owners. She will share insights on how to develop new revenue sources, implementing alternative marketing strategies and more.

RSVP Required to: events@shopchicagomarket.com. Please include the event name in the subject line.

Saturday, January 23, 2010

Noon – 1:00 p.m. | Floor 8th Room 8 A
Carmen K. Iezzi, Executive Director, Fair Trade Federation
Great Products, Tremendous Impact: Introduction To Fair Trade for Buyers and Retailers

Join Carmen K. Iezzi, executive director of the Fair Trade Federation as she describes how Fair Trade products have made an impact in the Midwest and how easy it is to source these great products.

RSVP Required to: events@shopchicagomarket.com. Please include the event name in the subject line.

Sunday, January 24, 2010

Noon – 1:00 p.m. | Floor 8th Room 8 A

Speed Networking Seminar

Pairing New-To-Market Exhibitors with Buyers

Network with new-to-market vendors, and get the scoop on the latest in product direct from the source. As you enjoy lunch, each vendor will go from table to table sharing their product news and ideas with you.

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Monday, January 25, 2010

Noon – 1:00 p.m. | Floor 8th Room 8 A

Jo Anne Stone-Geier, Author and Marketing and Branding Expert

The Subtle Art of Managing Your Customers With New Marketing Strategies

Join Jo Anne Stone-Geier, author and marketing and branding expert as she explores new ways to excite and motivate customers of all ages and lifestyles. She will offer new marketing strategies to reach and connect with new customers and how to build a loyal repeat customer base.

RSVP Required to: events@shopchicagomarket.com. Please include the event name in the subject line.

Signatures Book Signing Events

These author book-signing events featuring exciting personalities and best-selling titles – Complimentary books are available while supplies last. Visit www.shopchicagomarket.com for more information.

Sunday, January 24

2p.m. | Booth 8-3095

Visit booth 8-2094 to receive a signed copy of *Timmy the Tractor: His Hay Day* and meet author Angie Wyatt (first come, first served).

Lake Living Display

Thursday, January 21 – Wednesday, January 17 | Floor 1, North Lobby

Visit the new Lake Living Display located on the 1st Floor North Lobby. This new display celebrates all things Lake Living and showcases lake-inspired products for those consumers whose tastes and lifestyles are enriched by fresh water living, and for those who wish theirs were.

1st Floor New Product Display

Thursday, January 21 – Wednesday, January 17 | Floor 1

Stop by this innovative floor display that is designed to inspire and educate, while you see, hear, touch and feel what's hot and trendy for 2010.

1st Floor Beckman's™ Handcrafted Show Product Display

Thursday, January 21 – Wednesday, January 17 | Floor 1

Visit the Beckman's 1st Floor product display to view the latest in handcrafted products.

SHOW HOURS

Thursday, January 21

9 a.m. – 6 p.m. | Floors 13, 14, 15

Friday, January 22

9 a.m. – 6 p.m. | Floors 13, 14, 15

Saturday, January 23

Showrooms: 9 a.m. – 8 p.m. | Floors 13, 14, 15

Temporaries and Beckman's Handcrafted Show®: 9 a.m. – 6 p.m. | Floor 8

***Shop Late Night Blowout**

6–8 p.m. | Floors 13, 14, 15

Join The Chicago Market's "Late Night" for an evening of showroom hospitality, music and late night shopping, all in the name of charity. The Chicago Market will host two incredible hours with Chicago's top chefs, serving up their signature dishes. Proceeds will benefit a charitable cause.

Sunday, January 24

Showrooms: 9 a.m. – 6 p.m. | Floors 13, 14, 15

Temporaries and Beckman's Handcrafted Show®: 9 a.m. – 6 p.m. | Floors 8

Monday, January 25

Showrooms: 9 a.m. – 6 p.m. | Floors 13, 14, 15

Temporaries and Beckman's Handcrafted Show®: 9 a.m. – 6 p.m. | Floors 8

Tuesday, January 26

Showrooms: 9 a.m. – 6 p.m. | Floors 13, 14, 15

Temporaries and Beckman's Handcrafted Show®: 9 a.m. – 3 p.m. | Floors 8

Wednesday, January 27

Showrooms: 9 a.m. – 5 p.m. | Floors 13, 14, 15

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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