

FOR IMMEDIATE RELEASE

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THE CHICAGO MARKET: LIVING AND GIVING® OFFERS TOP LAKE LIVING, FOLK, PRIMITIVE AND COUNTRY-THEMED RESOURCES AT JULY MARKET

CHICAGO, IL (July 23, 2010) – The Chicago Market: Living and Giving® is proud to offer buyers and retailers the largest selection of folk, primitive and country-themed resources this July. The Chicago Market offers a wide variety of styles including traditional country, primitive artisan, shabby chic, sophisticated lodge and more. A variety of Chicago Market showrooms also feature licensed product designed by Midwest designers. Additionally, many of these showrooms also offer Lake Living product, which is lifestyle-focused product defined and inspired by freshwater living.

“Folk, primitive, country-themed and Lake Living products are a large part of our Market and are a perfect fit for our Midwest retailers,” said Joan Ulrich, senior vice president, MMPI. “Buyers and retailers really gravitate towards these categories because of the uniqueness of the products offered.”

Folk, primitive and country-themed and Lake Living July Market highlights include:

Manual Woodworkers, suite 13-103

Top products at Manual Woodworkers include Isabella’s Attic Rooster Calendar, Isabella’s Attic Steal My Heart Apron, Rooster Coasters, the Sabrina Quilt and Susan Winget’s new collection, Fall Leaf Collage.

Max Bentley’s Rusty Blade, suite 13-200

Join Max Bentley’s Rusty Blade on Sunday, July 25 to celebrate their winning the Country Business Magazine’s 2010 Vendor of the Year award. Owners Jason and Justin McMullen will be hosting a reception from 4-6pm. While there, check out product lines such as 1803 Candles, Cheerful Giver, Bethany Lowe, Woods & Willows, Rose of Sharon, Spinning Wheel, Fireside Coffee and much more.

Blossom Bucket, suite 13-201

Blossom Buck is celebrating their 25th Anniversary. In honor of their anniversary they are offering the opportunity to win 25% off product shipping in 2011 and free freight on 2011 orders over \$1,000. Additionally, Blossom Bucket is offering their retailers an opportunity to participate in their direct to consumer marketing campaign for Spring 2011, called Find That Bunny.

See below for a sampling of folk, primitive, country and Lake Living resources that can be found at The Chicago Market.

Temporaries exhibitors offering folk, primitive, country and Lake Living lines include:

- Catherine Lillywhite 8-3134
- Chandler 4 Corners 8-4121
- Colonial Tin Works Inc. 8-3045
- Country Lace 8-1119
- Fiddler's Elbow 8-4083
- The Haefling Group 8-1130
- Hanna's Handiworks 8-4086
- The Hearthside Collection 8-1120
- KD Vintage 8-5121
- Legacy Publishing Group 8-3130
- McCann Brothers Baskets 8-4094
- Ohio Wholesale 8-1100

Showrooms offering folk, primitive, country and Lake Living lines include (Companies not featuring Lake Living products denoted with an asterisk):

- A & B Home, suite 14-100
- A' Homestead Shoppe, suite 13-227
- Bette C, suite 14-103
- Bowen & Associates, suite 1472
- Cheesecloth & Buttermilk, suite 13-522
- Country Home Creations, suite 13-117
- Demdaco, suite 13-121
- *Denice Dupre, suite 13-556
- DNA, suite 1426
- Fantastic Crafts, suite 13-3347
- Franzen Enterprises, suite 13-450
- Hanna's Handiworks, suite 13-217
- India Handicrafts, suite 13-534
- Ira Jones, suite 1415
- K & K Interiors, suite 13-207
- Melrose International, suite 13-526
- Midwest – CBK, suite 13-263
- *Peking Handicraft, suite 13-352
- Pictures & More, suite 13-624
- Primitives by Kathy, suite 13-111
- Raz Imports, suite 1475
- Shultz & Maravel, suite 13-652
- Soy Basics, suite 13-644
- *tag, suite 13-604
- Thompson Candle, suite 13-524
- *Transpac, suite 13-221

JULY CHICAGO MARKET: LIVING AND GIVING SHOW HOURS

July 22 –28, 2010 (Thursday – Wednesday)

Showrooms:

Thursday – Tuesday 9 am – 6 PM | Floors 13, 14 & 15

Saturday 9 am – 8 PM (Extended hours for Shop Late Night)

Wednesday 9 am – 5 PM

Temporaries & Beckman's™ Handcrafted Show:

July 24 –27, 2010 (Saturday – Tuesday)

Saturday – Monday 9 am – 6 PM | Floor 8

Tuesday 9 am – 3 PM

**Keynote Speaker: Jerry Greenfield, co-founder, Ben & Jerry's Ice Cream
Monday, July 26 | 4:30-5:50 PM | Ice cream reception to follow the presentation**

*Don't forget to register for the July Keynote Presentation, presented by Jerry Greenfield, co-founder, Ben & Jerry's Ice Cream. "An Afternoon of Social Responsibility, Radical Business Philosophy & Free Ice Cream".

RSVP Required: www.shopchicagomarket.com/events.

Visit www.shopchicagomarket.com for additional Retail / Business Power Seminars on Saturday, Sunday, Monday and Tuesday.

Shop Late Night Charity Event

Saturday, July 24 | 6 – 8pm | Floors 13, 14, 15

Join us for The Chicago Market's "Shop Late Night" charity event for an international wine and culinary "tasting" featuring Chicago's best celebrity chefs serving up their signature dishes along side a presentation of international wines, in-showroom hospitality, music and late night shopping all in the name of charity. Proceeds will benefit **GiftForLife/DIFFA** a charitable organization that funds life-saving AIDS research and education.

Check the website to see which of your favorite chefs and restaurants will be featured this Market at www.shopchicagomarket.com/events.

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 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 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 VN

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