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UNIQUE PRODUCTS AND ABUNDANT RESOURCES SPUR TRAFFIC AND BUYING AT THE JANUARY 2010 CHICAGO MARKET: LIVING AND GIVING®

CHICAGO (February 16, 2010) – The Chicago Market: Living and Giving® delivered comprehensive lines and name brand products during the January Market. The Chicago Market saw an exciting traffic increase of 22%, up from last January. Buyers and retailers were wowed by the breadth of market resources offered, with the temporaries boasting a 50% growth in the number of temporary exhibitors offered, with 40% of those being new to the January Market. The Chicago Market offered buyers and retailers highly sought after product lines and unique specialty resources that will help differentiate their business.

In addition to unparalleled product resources, The Chicago Market offered retail driven business seminars to help buyers and retailers grow their businesses. Highlights included a keynote seminar with Gordon Segal, chairman and co-founder of Crate and Barrel, and retail seminars with topics ranging from Fair Trade, branding, customer service, website design and more. Additional highlights included, a Speed Networking lunch, a Chicago Market Twitter campaign, and a 1st Floor Lake Living display created by Chicago-based designer Mick Santiago.

“The Chicago Market: Living and Giving had an incredibly successful market this January,” said Joan Ulrich, senior vice president, MMPI. “Buyers and retailers were extremely impressed with the breadth of exhibitors, resources and product lines offered. We are excited to continue this growth in our upcoming markets.”

The Chicago Market is the independent and specialty gift and home store’s preferred buying venue. It offers comprehensive resources, abundant product lines, on-point price points and the latest trends, all represented by regional sales experts who know this marketplace. With trusted resources such as Beckman’s™ Handcrafted Show, a show within a show that offers handmade goods by unique artisans and Lake Living, an exclusive Chicago Market category that offers fresh water inspired lifestyle products, the Chicago Market is the market to find products that will help retailers differentiate their business.

Highlights of the January 2010 The Chicago Market: Living and Giving® included:

Gordon Segal Keynote Presentation

Monday’s Keynote Presentation was an overwhelming success. Over 700 attendees gathered to hear Segal share his story on how he started a successful retail business and grew it over the years. Segal was so popular that his presentation included an unplanned Q & A session, in which Segal answered questions from the audience.



Gordon Segal Keynote Presentation

Late Night Event

Late Night shoppers were treated to an evening of late night shopping, delicious food, cocktails and entertainment on Saturday, January 23. Buyers and retailers shopped late on Floors 13, 14 and 15 and enjoyed two hours of international culinary delights from Chicago celebrity chefs as they served up their signature dishes. As the "Late Night" event charitable partner, GiftForLife received a sizable donation from the Chicago Market.



Late Night Event

Speed Networking

New vendors to The Chicago Market were offered a great opportunity on Sunday, January 24 to pitch their products to over 80 buyers during the Speed Networking event. Vendors were given three minutes per table to do their best sales pitch as buyers enjoyed lunch. Exhibitors walked away with new contacts and more sales while buyers got the latest scoop in product news direct from the source.



Speed Networking Lunch

The Chicago Market Twitter Raffle Campaign

The Chicago Market and raffle sponsors Midwest-CBK and HFN magazine were extremely excited about the success of the January Market twitter campaign. Attendees streamed show content live, in real-time, every day directly from the show floors. Special events, showroom happenings, photos and tips were all shared via the hashtag #ChiTownGift, during the show. Contest winners received prizes such as a flat screen TV, Flip video recorders and more.

Heard at Market:

"I just want to drop you a quick note to say "Thank You!" to you and all the staff at the Merchandise Mart. I came out with some great orders, four or five Chicago area reps to interview, and a great deal learned from my first tradeshow experience" –**Rachael Winkley, Rachael Brooke – Art Jewelry**

"I just returned from the Chicago Gift show and I want to let you know how FABULOUS the show was. I was able to cover my core buys (Harvest, Christmas) and in addition found some great new lines to add to our assortment. Once again I was glad I did not have to go all the way to Atlanta to get my business

done. There are a lot of shows to attend but I love the hospitality that Chicago offers.”

–Cathy Burger, Buyer, Love from Minnesota

“I enjoyed the fair trade presentation on Saturday and the keynote address yesterday. Excellent programming. Thank you.”

–Terri Bragg, Phish Tea

“Just wanted to let you know how much I enjoyed Mr. Segal's presentation. I think the market overall was fantastic this year. It is apparent that you all are making a tremendous effort to renew the energy and enthusiasm at the Chicago market. Great Job!!”

— Cindy Crawford, Owner, SaraBoo Creek

“Thanks for a great FT seminar on Sat. I appreciate having a nice selection of FT vendors and the fact that they were conveniently grouped together - easy to do business.”

–Sue Hale, Good Karma

“Mr. Segal is as delightful a speaker as he is a great merchant retailer. Thank you for giving me the opportunity to hear and learn from the best. Love this guest speaker component when there are so many greats with a story to tell.”

-Christine M. Jeffries, Manager, LUHS Guest Services, Hospital Customer Service, Volunteer Services, Gift Shop.

“We “THANK YOU” for really making this show a success. It was a great, happy vibe all around which led to a great show for us!”

-Blanche Nastovski, Sarm & Nastovski

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 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.

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.

