

FOR IMMEDIATE RELEASE

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NEW ANCHOR SHOWROOMS OPEN IN TIME FOR THE CHICAGO MARKET: LIVING AND GIVING®

CHICAGO (July 6, 2010) – The Chicago Merchandise Mart is proud to announce new high-profile gift and accessory companies, opening just in time for the July Market. Companies include Wilco Imports, Hanna's Handiworks, AND!Sales and Diverse Marketing.

"Attendees will have more resources in Chicago this July, combined with affordable travel, great programming and a world class city. What's not to love?" said Joan Ulrich, senior vice president, MMPI.

New Showrooms

Wilco Imports, showroom 13-620. Founded in 1978 as a family business, Wilco began importing wicker products from China. Over the past 30 years, their line has grown to include not only wickers, but candles, gift packaging, furniture and accessories, resin containers, and a variety of seasonal merchandise. Wilco Imports introduces new items quarterly, and works with major retailers on importing exclusive items designed specifically for them. www.wilcoimports.com

Hanna's Handiworks, showroom 13-217. www.hannashandiworks.com Hanna's Handiworks has been a staple in the seasonal gift and home décor industry for the past ten years, with an exceptional selection of Seasonal/Holiday, Fall, Halloween, and everyday merchandise. Hanna's is also proud to offer Licensed Collegiate merchandise, now representing 48 universities and over 500 new items for 2010.

*"Having a permanent showroom at the Chicago Mart seemed like the logical next step for us," said **Heath McKee, National Sales Manager for Hanna's Handiworks.** "It continues to be an integral show for our company, even as we have weathered such a turbulent economy. We would like our relationships with our Midwest customers to grow even more as we move into what has already proven to be a tremendous year."*

Join Hanna's Handiworks for a catered grand opening event on Saturday, July 24 from 6pm-8pm. During their grand opening event, Hanna's Handiworks will be offering a pricing show special that includes case pricing for minimum quantities.

and!Sales, showroom 14-109. and!Sales is a rep organization specializing in home lines and serving the Midwest territory. Their goal is to bring a broad range of products and style to Mid-America. Home decor, indoor and outdoor, fashion and trend. www.andsales.com

and!Sales product lines include:

- A&B Home
- Adam & Co
- Art Horizon
- Border Bytes
- CHIVE
- Coast Lamps
- Dr. Livingston
- GO HOME
- Home etc
- India House
- Jay Jayson
- Kaldun & Bogle
- Mac Sculpture
- Moda Vision
- Peggy Karr Glass
- Real Flame
- Sailor Bags
- Scent Shop
- Woven Workz

*"We are excited to be partnering with the Merchandise Mart and opening fantastic new showroom on the 14th floor. With the Mart's long term vision and our loyal buyers, we see investment in the Chicago Market as win-win situation for everyone," said **Jeanne Claire of and!Sales.***

*"We feel very fortunate to have so many wonderful showrooms surrounding us, a great marketing staff, and a fantastic city to showcase our many products in. We look forward to many years of experiencing a true partnership with the Merchandise Mart," said **Dennis Nemcek of and!Sales and president of DNA.***

Join and!Sales for their grand opening on Saturday, July 24. Visit the and!Sales showroom throughout the day for wine and delicious hors d'oeuvres.

Diverse Marketing, showroom 1431. Diverse Marketing was started in 1959 in Dallas, Texas and is now one of the largest rep groups in the United States. Diverse Marketing currently has showrooms in Dallas and Minneapolis and now in Chicago at the Merchandise Mart. At this time, Diverse Marketing operates in 17 states and is the only company that focuses on book, gift, toy, and trend product. Diverse Marketing can also boast that they carry three of the hottest lines on the market today: Innovations First, Inc., Learning Curve, and Room It Up. www.diversegift.com

Diverse Marketing product lines include:

- Innovations First, Inc (Hex Bugs)
- Learning Curve
- Room It Up
- Madame Alexander
- Small World Toys
- Aeromax

- Summit
- P'Kolino
- Fascinations

*"It's only natural as we focus on our territory expansion that Chicago be our number one target area to represent ourselves. We are very proud to be a part of the Chicago Mart and are looking forward to many years of success in Chicago and the surrounding area," said **Greg Hardin, president, Diverse Marketing.***

In celebration of Diverse Marketing's grand opening during the July Market, they will be giving away 500 Nano's from Innovation First Labs Inc. and 500 Spell Bandz packets from DM Merchandising on Friday, July 23 at 9am in the Merchandise Mart lobby until supplies last.

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 | 6pm – 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 feature 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 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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