

## **MARKET SQUARE & SUITES LAUNCHES BOLD INITIATIVE TO ENERGIZE POPULAR BUYER DESTINATION AT HIGH POINT MARKET**

### **Innovative Renovations and New Branding Emphasize the Vintage Modern Appeal of this Landmark Complex**

**HIGH POINT, N.C.** (September 22, 2009) – Following the unveiling of the new lobby at the Suites at Market Square at the April 2009 Market, MMPI High Point today announced the next phase in a broad-based initiative to add a touch of modern to the vintage appeal of what is already a preferred destination for buyers at the High Point Market.

While many companies are re-trenching to weather the current economy, MMPI High Point is embarking on a multi-pronged strategy that includes physical improvements, a new branding and marketing campaign and new exhibit opportunities for design-driven manufacturers. The changes will enhance the buyer experience with added services and amenities and will bring new, exciting vendors to the High Point Market.

“Every aspect of this project has been thoughtfully considered to exceed the expectations of every visitor to the Market Square & Suites complex,” said Tim McGee, senior vice president and general manager for MMPI High Point (owners of Market Square & Suites). Market Square remains the best place to show product, shop product, and experience the buzz of the industry.”

When the doors open on the October 2009 Market, Market Square will welcome buyers with a renovated courtyard featuring a more cohesive upscale feel for daytime and evening enjoyment, a redesigned High Street registration lobby, as well as updated signage throughout the buildings. There will also be new technological advances including improved cell phone and wireless services, flat screen installations in key traffic locations to showcase market/building information and tenant promotions and a new state-of-the-art sound system for the outside of the Suites entrance. The newly renovated restaurant, “The Factory”, which is adjacent to the High Street registration lobby, will be an ultra-chic eatery with an open and inviting atmosphere showcasing the incredible outdoor patio beneath the original landmark water tower perched above the building. The restaurant will be open for lunch and dinner daily during market.

Renovations will continue through the April 2010 Market when the ground and mezzanine floors of the Suites at Market Square will open with a completely reconfigured aisle system, new carpet, polished concrete floors within the booths, new signage, and new food service options. There will also be a new corridor leading directly from the Commerce Street entrance to the historic section of the building, making it even easier for buyers to get to the permanent showrooms in Historic Market Square. Also, debuting at the April market will be a new juried area called SALON, which will showcase the best design-driven home furnishings in the marketplace. Every company invited to participate in SALON will be carefully selected and screened by a jury of retailers and designers.

Buyer feedback and anticipation of the changes has been overwhelming.

“I have been shopping Market Square for many, many years----I have always enjoyed the atmosphere of the building---and have found many new sources and products that make my display different from other stores in our area. I look forward to seeing the "new" Market Square at the upcoming Fall 2009 market in High Point.”

Joseph H Sokol--Morris Sokol Furniture Company

“I am so excited about the renovations of the Suites at Market Square and Market Square where our buyers will find great new lines and a new restaurant. This is terrific.”

Charles Sprintz --Sprintz Furniture, Charles Sprintz, CEO.

"Twelve years ago, I attended my first High Point Market as my partner and I were opening our first HW Home store in Boulder, Colorado. Market Square was the first building we entered. Its architecture and unique layout made for an exciting day. We found amazing product around every corner and down every stairwell. Since that time, we have made a point to shop Market Square and The Suites at Market Square on each visit. The building has a great history and our buying team is thrilled to see the advancements made at one of our favorite shopping venues."

Jim Hering --Owner and Co-Founder, HW Home

"For me, Market Square and the Suites at Market Square have always been the premiere spots to shop for accessories. I am excited to see the new look this fall."

Cathy Allen -- Vice President Merchandising, Accessory Category , W. S. Badcock Corporation

"Market Square is the great example of our historic furniture heritage repurposed to the modern needs of our industry. I have shopped there for 20+ years and always found it exciting how vendors used the spaces in this old factory to transform them into sophisticated fashion displays."

Donald Dilliplane -- Accessory Buyer, Art Van Furniture

"My company has been going to Market Square twice a year for over 20 years, and it has been a highlight of our market trip. I am excited about the new renovations of the Courtyard, Lobby and Restaurant."

Steve Rotman -- President and CEO, Rotmans

"Market Square has been my favorite destination at High Point since I started shopping there 15 years ago. I'm very excited about all the changes they're doing and can't wait to see them this October. The Suites at Market Square has always had the best and most unique vendors at High Point, they're a must shop for me when I'm there. I'm looking forward to next April with the renovated layout and I can't wait to see all the new vendors they're going to have. "

Vince Alberino -- Visual Merchandising Mgr, Pilgrim Furniture City

"I have been attending High Point for 24 years. Our team of four buyers always enjoys spending a full day in both Market Square and in The Suites at Market Square. We find great accessory values in the Suites and enjoy dealing with the smaller vendor resources who often have more unique products from around the world. We look forward to the renovations and the new Factory restaurant."

Dan Geller – Owner, Fish Furniture."

"I have been shopping Market Square for over 20 years and love the unique experience this building provides. I am really looking forward to the new renovations."

Sherry Sheely – Owner, Sheely Furniture

"I'm always excited about previewing and shopping Market Square, not to mention eating at some of the great restaurants it offers. The "Square" is a unique location that has been a one-stop shopping for me over the years. Now, with all of the recent and upcoming renovations, it will **definitely** be first on my list to visit in October."

Keith Waldrum -- Accessory Buyer, RoomStore

"We can't wait to see Market Square in October. It's always been a very cool place to shop, anyway, so it will be interesting to see what they've done."

Richard and Janie Guizlo, Bartlett Home Furnishings

With the intent of preserving the unique historic nature of the building while adding improved amenities with a modern twist, MMPI set out to find a creative and experienced designer who understood the specific needs of the project. Bradshaw Orrell of Bradshaw Orrell Interiors of Greensboro was the perfect choice. Orrell is best known for his design direction on Greensboro's Proximity Hotel, the first platinum LEED certified hotel in the country. His vision touched on every aspect of the design detail of the hotel and restaurant, including custom designing every piece of furniture in the guest rooms.

"When we heard about the design process behind the Proximity Hotel, which was grounded on the concept that they would pretend they had found an old factory and would adapt it to their needs, we knew we had the perfect designer for our project. We already had the old factory," said McGee.

Market Square will be announcing new showroom additions soon. These showrooms will reflect a transition from the predominantly traditional furnishings that it has been most known for, to include more transitional, lifestyle and contemporary companies, while still focusing on the same price points it always has. This shift will further solidify Market Square as the premier destination in the High Point Market for design-driven fabrics, furniture, rugs, lighting, and decorative accessories.

Along with the physical changes to the building, Market Square & Suites will be rolling out a new logo and brand strategy, including a new website to keep customers informed about all of the changes and new exhibitors and showrooms to see at the new vintage modern Market Square.

**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 W. 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**, owner 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.

**MEDIA CONTACTS:**

Victoria Kent  
Public Relations Manager  
MMPI  
Phone: 312.527.7508  
Email: Vkent@mmart.com

Karen Olson  
Vice President Marketing  
MMPI High Point  
Phone: 336-821-1502  
Email: kolson@mmart.com

**###**