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MMPI LEADS THE WAY IN DEVELOPING FAIR TRADE RESOURCES TO MEET THE GROWING DEMAND FROM BUYERS ACROSS THE COUNTRY

CHICAGO (June 11, 2010) – MMPI leads the way in providing more qualified Fair Trade resources to meet the ever growing demand from retailers looking for high end, quality handmade products from around the globe to help differentiate their business. The Fair Trade Federation will host a pavilion at The California Gift Show® and The Chicago Market: Living and Giving®, offering buyers a broad spectrum of quality products, created by artisans who know how to service buyer's needs with price points, a variety of styles, superb quality and excellent customer service.

The California Gift Show was the first to host a Fair Trade pavilion, and boasts the largest collection of Fair Trade exhibitors in the industry, which is an excellent compliment to the World Marketplace that defines Kentia.

These partnerships have helped to support the expansion of Fair Trade in Chicago, at The Chicago Market: Living and Giving show this past January, and the July Market will feature its largest pavilion yet with a significant number of new to market resources for the Midwest market.

The Fair Trade Federation (FTF) is a trade association that strengthens and promotes organizations fully committed to Fair Trade. The Federation is a part of the global Fair Trade movement, building equitable and sustainable trading partnerships and creating opportunities to alleviate poverty. Fair Trade products offer more choices for retailers to help differentiate their business in order to meet consumer demand for artisan products.

"For more than sixty years, Fair Trade Organizations have offered high quality products which create positive change for some of the world's poorest communities," said Federation Executive Director Carmen K. Iezzi. "We are delighted to provide a one-stop-shop to connect buyers in Chicago and LA with companies who have Fair Trade at the heart of what they do."

"MMPI is excited to once again offer Fair Trade products at The California Gift Show and The Chicago Market. Fair Trade has had great success at both shows and we hope to build on that as we welcome new and returning Fair Trade Federation member artists to the show," said Joan Ulrich, senior vice president, MMPI. "Fair Trade has become a standout component of both markets and really differentiates The California Gift Show and Chicago Market within the industry."

The California Gift Show is excited to welcome Fair Trade Federation exhibitors, including:

- Another Land, booth 1024
- Bridge for Africa, booth 1010
- Carmen Iezzi / Federation Booth, booth 1043
- Casa Bonampak, booth 1031
- Cheppu Himal, booth 1000
- Dunitz & Co., booth 1030
- Eternal Threads, booth 1042

- F.T. Renner, booth 1200
- Handmade Expressions, booth 1019
- Inter-American Trading, booth 1005
- Leakey Collection / Zulugrass, booth 1032
- Lucama Designs, booth 1048
- Malia Designs, booth 1025
- Manos de Madres, booth 1014
- Mata Traders, booth 1023
- One World Projects, booth 1004 / 1005
- Sevyra, booth 1026
- SPIRAL Foundation, booth 1015
- Swahili Imports, booth 1001
- World Finds, booth 1027
- Zen Zen Home & Garden, booth 1018

Fair Trade Federation exhibitors have expressed their excitement over the inclusion of Fair Trade at The California Gift Show.

“The California Gift Show has become an important trade hub for Fair Trade vendors to interact with progressive retailers looking to bring sustainably made Fair Trade products to the marketplace,” said **Manish Gupta, Founder of Handmade Expressions –California Gift Show exhibitor.**

“I think that being screened for Fair Trade Federation membership is important because it shows that you are truly adhering to ‘Fair Trade’ guidelines and that your products are produced in a way that benefits everyone involved. I think awareness and desire to purchase items that are in fact, fair trade are at an all time high. Fair Trade Federation membership allows consumers to know that their purchase is a good one – on many levels, said **Nancy Dunitz, owner of Dunitz & Company – California Gift Show exhibitor.**

CALIFORNIA GIFT SHOW

FRIDAY, July 16 – MONDAY, July 19

All day

Carmen K. Iezzi, Executive Director, Fair Trade Federation

“Introduction To Fair Trade”

Los Angeles Convention Center, Kentia Hall, Space 1043

For more than 60 years, Fair Trade Organizations have offered high-quality products that create tremendous, sustainable, and positive change among the poorest of the poor. Carmen K. Iezzi will be in attendance to represent the Fair Trade Federation.

CALIFORNIA GIFT SHOW HOURS:

LOS ANGELES CONVENTION CENTER

9 a.m.–6 p.m. Friday, July 16–Sunday, July 18

9 a.m.–4 p.m. Monday, July 19

L.A. MART

9 a.m.–6 p.m. Tuesday, July 13–Thursday, July 15

9 a.m.–8 p.m. Friday, July 16 **LATE NIGHT!**

9 a.m.–6 p.m. Saturday, July 17–Monday, July 19

LOCATION:

LOS ANGELES CONVENTION CENTER

1201 South Figueroa St. Los Angeles, CA 90015

South and Kentia Halls

L.A. MART

1933 S. Broadway, Los Angeles, CA 90007

For more information on The California Gift Show, please visit www.californiagiftshow.com.

The Chicago Market is excited to welcome Fair Trade Federation exhibitors, including:

- Avatar, booth 8-9106
- A Bridge for Africa, booth 8-9102
- Dunitz and Co, booth 8-8088
- Eternal Thread, booth 8-9105
- Global Goods Partners, booth 8-8099
- Good Paper, booth 8-8107
- Handmade Expressions, booth 8-8102
- Inter-American Trading Inc, booth 8-8098
- Kazuri, booth 8-9107
- Lucia's Imports, booth 8-9097
- Lucuma Designs, booth 8-8101
- Mata Traders, booth 8-9103
- Minga Imports, booth 8-8106
- Partners for Just Trade, booth 8-9104
- Sevyra, booth 8-9095
- Sustainable Threads, booth 8-8100
- Tibet Collection, booth 8-9093
- Venture Imports, booth 8-9101
- World Finds, booth 8-8094
- World-Shoppe, booth 8-9100

Fair Trade Federation exhibitors have expressed their excitement over the inclusion of Fair Trade at The Chicago Market.

"The Chicago Market now has a dedicated section for Fair Trade vendors, creating a one stop shop for all retailers who want to carry sustainable products in their store. We are looking to expand our retailer partner base in midwest for our wholesale business and Chicago market is a great venue for that. We look forward to the July market," said **Manish Gupta, Handmade Expressions – Chicago Market exhibitor.**

"World Shoppe is definitely noticing an increase among retailers seeking out fair trade items as consumer demand for fair trade increases nationwide. We chose to exhibit our line of copper and brass jewelry from South Africa in Beckman's this past January and we couldn't have been more thrilled with the response. Retailers were excited to see that fair trade can be fashionable and many of those retailers have already re-ordered because our line flew out their shops. World Shoppe is excited to showcase our newest jewelry designs in Beckman's this July as well as introduce a new South African artisan group's line of luxurious mohair scarves," said **Megy Karydes, World Shoppe – Chicago Market exhibitor.**

"It is really exciting to see so many retailers grasping the importance of fair trade! The FTF aisle really helps to communicate that retailers can have beautiful, on-trend, and coveted items in their store that also have a positive impact on the lives of artisans in the developing world. This will be WorldFinds third year at the July Market and its great to see all of the amazing things happening - it gets better every year, said **Kelly Weinberger, Founder, WorldFinds – Chicago Market exhibitor.**

CHICAGO MARKET
SATURDAY, July 24 – Breakfast Seminar
8am – 9pm

Carmen K. Iezzi, Executive Director, Fair Trade Federation
"Great Products, Tremendous Impact: Introduction To Fair Trade for Buyers and Retailers"
Temporary Suites, Floor 8th, Room 8 A
Join Fair Trade Federation Executive Director Carmen K. Iezzi as she describes the Principles of Fair Trade, ways to identify Fair Trade Organizations, and much more. RSVP Required:
www.shopchicagomarket.com/events. *Please print out and present your auto confirmation for admission.*

CHICAGO MARKET: LIVING AND GIVING SHOW HOURS

Thursday, July 22 – Wednesday, July 28, 2010

Showrooms:

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

Saturday 9 am – 8 PM (Shop Late Night)

Wednesday 9 am – 5 PM

Temporaries & Beckman's™ Handcrafted Show:

Saturday, July 24 – Tuesday, July 27 | Floor 8

Saturday – Monday 9 am – 6 PM

Tuesday 9 am – 3 PM

For more information on The Chicago Market: Living and Giving, please visit
www.shopchicagomarket.com or call 800.677.6278 (MART).

L.A. MART/MMPI

The L.A. Mart is a registered trademark of MMPI. Merchandise Mart Properties, Inc. (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.

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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