

FOR IMMEDIATE RELEASE

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THE CALIFORNIA GIFT SHOW® PROMOTES A SHOP LOCAL INITIATIVE
***Shop Small Stores* promotes a stronger local economy through the support of independent retailers**

LOS ANGELES, CA (January 6,2010) – The California Gift Show® is proud to support *Shop Small Stores*, a buy-local campaign that promotes strengthening local economies through the support of local independent retailers. With the support and encouragement of the L.A. Mart Gift Association, local retailers, manufacturers, manufacturers' reps and executives have embraced this campaign and are promoting the use of *Shop Small Stores* window clings to show support of this movement.

"The California Gift Show is in a unique position to bring together and educate manufacturers, sales reps, retailers and showrooms, the backbone of our local economy and our business." said Peggy Coleman, vice president marketing, L.A. Mart and the California Gift Show. "We know that in order to help move the needle locally we need to use all of our resources to help our customers (and their customers) proactively affect their future with confidence and a positive attitude."

Initiated by Mathew Katzenson, owner of Fine Lines Company, the *Shop Small Stores* campaign was conceived as a movement that could help independent retailers overcome and prosper in these challenging economic times. *Shop Small Stores* provides retailers with sales tools, motivation and promotional materials such as buttons and *Shop Small Stores* window clings.

"Independent businesses across America are the back bone of this country and the most underappreciated and under-funded business group I know. Small business works hard to keep its doors open in a good economy with short staffs and limited marketing budgets," said Mathew Katzenson, owner, Fine Lines Company. "*Shop Small Stores* is a mantra that gives the independent retailer a voice and reminds all of us that we have a choice when we spend our money."

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Complimentary Shop Small Stores T-Shirts

Friday, January 15

4p.m. – 8p.m.

Visit the Hit + Run booth in the LA Mart Lobby to receive a silk screen T-shirt promoting the *Shop Small Stores* campaign. The L.A. Mart will offer T-shirts with a variety of original designs that are built around the *Shop Small Stores* logo. Refreshments and promotional materials will be available. <http://www.thehitandrunk.com>

For more information, please visit www.whyshopsmallstores.com.

L.A. Mart® is a registered trademark of MMPI. **The California Gift Show®** is a registered trademark of MMPI. L.A. Mart is home to nearly 200 permanent year-round, residential, decorative accessory and gift showrooms serving the retail and interior design industries. The California Gift Show and L.A. Mart Temporaries features over 800 temporary exhibitors of lifestyle merchandise, home décor and furnishings, in the newly enhanced and expanded Temporaries @ L.A. Mart, and Los Angeles Convention Center making the New California Gift Show the preeminent market for gift and home furnishings products on the West Coast. L.A. Mart is located at 1933 South Broadway, Los Angeles, CA 90007. For more information call 213-763-5800 or visit www.lamart.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 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 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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