

FOR IMMEDIATE RELEASE

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THE CALIFORNIA GIFT SHOW PARTNERS WITH GORDON SEGAL, CHAIRMAN AND CO-FOUNDER OF CRATE AND BARREL, TO ADVISE RETAILERS ON HOW TO TAKE THEIR BUSINESS TO THE NEXT LEVEL

Segal to Lead the Keynote Presentation at the July 2010 Show

LOS ANGELES, CA (April 29, 2010) – The California Gift Show announced today that Gordon Segal, chairman and co-founder of Crate and Barrel will present the keynote presentation, “It All Begins With The Merchandise,” at the July Market, from 11 AM – 12 Noon on Friday, July 16, 2010.

Segal will offer insights on the home decor business, providing specific methods and strategies on how retailers can identify unique products in order to differentiate their stores, how to use products to establish a point of view or brand position, and ways to educate employees in order to get customers excited about product offerings. Segal will also share the story of how he and his wife Carole conceived Crate and Barrel out of a desire to provide tasteful, well designed products to consumers at a good value.

“We will explore the importance of creative retailing and the many ways to think about your store’s environment,” said Gordon Segal, chairman and co-founder of Crate and Barrel.

“We are pleased to be able to connect retailers with a powerful leader in the industry like Gordon Segal,” stated Peggy Coleman, vice president of marketing California Gift Show and L.A. Mart. “We feel it is very important to provide buyers attending the California Gift Show with access to exceptional resources for succeeding in the changing economy.”

KEYNOTE PRESENTATION

Gordon Segal, Chairman and Co-Founder of Crate and Barrel
It All Begins With The Merchandise
Friday, July 16, 2010
11:00 a.m. – Los Angeles Convention Center
RSVP is required. Please send reservation requests to: info@lamart.com

Please visit www.californiagiftshow.com for more information.

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

ABOUT L.A. 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.

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 and Federal Center Southwest 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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