

FOR IMMEDIATE RELEASE

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**CALIFORNIA GIFT SHOW UNVEILS A NEW LOOK FOR
KENTIA – THE GLOBAL MARKETPLACE**

LOS ANGELES, CA (July 14, 2010) – Visitors to The California Gift Show in July will experience a whole new look for Kentia Hall to celebrate its rebranding as “Kentia - The Global Marketplace”. Long regarded as a hidden gem at the show, providing buyers with instant opportunities to refresh their merchandise mix through the hall’s unique at once buying options, Kentia is getting a complete makeover to bring the international marketplace feel to the forefront. The new look will be instantly apparent with new signage and carpeting, added international food choices, as well as an extensive schedule of music, events and performances. The space will be redesigned to celebrate the diversity and international experience the hall represents while promoting social responsibility, supporting global causes and community development worldwide.

Kentia is an exceptional resource offering categories that buyers won’t find elsewhere – bringing together some of the finest products from around the world, in a vibrant and lively marketplace atmosphere. Kentia contains several different categories of products, including: World Style with products from around the world and the largest collection of Fair Trade Federation exhibitors at any show, along with an extensive array of Vintage product and Jewelry.

The California Gift Show will kick off its celebration of Kentia – The Global Marketplace on Friday, July 16 from 4 – 6 pm at the Los Angeles Convention Center with the unveiling of the five World Style Stories finalists and continue the celebration throughout the show with live music and demonstrations within the hall.

“We are pleased to expand and highlight the unique experience of Kentia Hall for both buyers and exhibitors,” said Mark Furllet, vice president and general manager, L.A. Mart and California Gift Show. “As retailers are looking to differentiate themselves, we are meeting that need by bringing them products that are trending upward, that they won’t find at other shows; with many that are available ‘at once’, so they leave the show able to refresh their store offerings immediately.”

“We are proud to present a newly designed Kentia – The Global Marketplace at the July Show,” stated Pam Williams, divisional sales director, California Gift Show. “The hall will embody a truly international shopping experience, with new décor, expanded international food offerings and additional international exhibitors.”

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

(Temporaries close at 4 p.m. 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 and CALIFORNIA GIFT SHOW

L.A. Mart® is a registered trademark of MMPI. The California Gift Show® is a registered trademark of MMPI. Beckman's Handcrafted 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 Temporaries feature over 800 temporary exhibitors of lifestyle merchandise, home décor and furnishings, in the newly enhanced and expanded Temporaries at L.A. Mart and Los Angeles Convention Center making the 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.californiagiftshow.com or 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 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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