

**WEST COAST BUYERS FIND UNIQUE TRENDS AND PRODUCTS DURING THE
CALIFORNIA GIFT SHOW®
COME EARLY AND SHOP THE L.A. MART® SHOWROOMS JANUARY 12-18, 2010
WITH TEMPORARIES AT THE LOS ANGELES CONVENTION CENTER AND L.A. MART
JANUARY 15-18, 2010**

LOS ANGELES, CA (November 30, 2009) – The California Gift Show is the spot to shop the most prominent lines in the gift industry this January, Tuesday, January 12-Monday, January 18, 2010. The California Gift Show hosts a week packed with the biggest lineup of the latest in gift and home furnishings as well as not-to-be missed special events and unparalleled buyer amenities that West Coast buyers won't see anywhere else.

"The California Gift Show is a must-attend market for West Coast buyers looking for fresh and unique product. The fully integrated Los Angeles Convention Center and L.A. Mart will offer a combined temporary exhibitor roster of more than 1,000 resources for buyers to choose from," said Mark Fullet, vice president and general manager, L.A. Mart and California Gift Show. "Our buyers will see some of the hottest, most innovative lines available today."

New to January's Market, the Beckman's Handcrafted Gift Show®, the renowned brand of shows for handcrafted and artisan products for retailers with more than a 30-year legacy, makes an exciting return to L.A. as Beckman's West. Beckman's West will debut at the January California Gift Show with an extensive collection of artisans and handcrafters who will offer an exclusive array of distinctive, cutting-edge works.

"We are thrilled to offer buyers an unparalleled product selection that includes contemporary and traditional handcrafted products produced locally," said Peggy Coleman, vice president marketing, L.A. Mart and California Gift Show. "With the addition of Beckman's West, Los Angeles is the destination for amazing handcrafted product and unique resources buyers are looking for."

As always, retailers and designers traveling from all over – whether by air, train or car – will find the building's central location makes getting here a snap. Travel discounts, complimentary parking and shuttles and free taxis to and from Union Station are also offered to assist buyers.

SPECIAL PRESENTATIONS AND EVENTS:

TUESDAY, JANUARY 12

WABISABI GREEN ECOART PILLOW DEBUT

Time: All Day Event

Location: L.A. Mart, Kregger, Suite 855

Modern, stylish and green, these gorgeous pillows are designed by Jolee Pink and inspired by her expressive sculpted ceramics. A walk along the beach helped to create these "kind to the earth" pillows. Enjoy the new experience of Wabisabi Green. Visit Suite 855 to see this gorgeous pillow line and receive an extra special with purchase.

WEDNESDAY, JANUARY 13

2010 DEBUTS FROM MEISSENBURG DESIGNS

Time: Noon - 6 p.m.

Location: L.A. Mart, Kregger, Suite 855

Join us to see the amazing 2010 collection of Meissenburg Designs. Loyd Meissenburg has been at the "drawing board" using his imaginative talents to bring you the best product he has ever created. Some of the new items include "Matchbooks" Barrel Tops and Wine Tops. Some

of the new design categories available are Tiki and Atomic, along with new beach, surf, lake and more. Inquiry on how to receive additional Matchbook discounts.

THURSDAY, JANUARY 14

NEW DESIGNS FROM CHILEWICH

Time: Noon - 6 p.m.

Location: L.A. Mart, Kregger, Suite 855

For over a decade, Sandy Chilewich has been creating original and innovative vinyl products for the home. In addition to placemats and table runners, Sandy creates both indoor and outdoor floormats using her signature modern aesthetic. Her woven, tufted, molded and spun textiles are available in a range of vibrant and neutral hues that have become synonymous with the Chilewich brand name. Stop by to enjoy extra special discounts and offers.

MIX YOUR FRAGRANCE

Time: 2 p.m. - 4 p.m.

Location: L.A. Mart, Fine Lines Company, Suite 449

Only four months old and Royal Apothic is already on **Oprah's O List** as a "must have"! Meet founder and creative director, Sean O'Mara, who will create a personal fragrance just for you.

HIGH TEA WITH SONNY & JOHNNA FROM WEL LIVING PRODUCTS

Time: 2 p.m. - 4 p.m.

Location: L.A. Mart, Fine Lines Company, Suite 449

What combats heart disease, lowers cholesterol, staves off cancer, cleanses your colon, and detoxifies your liver all with no calories, no fat and no salt? Enjoy delicious complimentary Wel Living Organic Herbal Teas with founders, Sonny & Johnna.

FRIDAY, JANUARY 15

GREENLEADERS, CERTIFIED SUSTAINABILITY TRAINING

Time: 10 a.m. - 5 p.m.

Location: L.A. Mart

To help designers increase their relevance in the rapidly changing market, The California Gift Show, ASID and the Sustainable Furnishings Council have partnered to help you become a Certified Green Designer. Get the most comprehensive training available in green furnishings, the knowledge to become a local specialist and distinguish you as an expert in sustainability. The GREENleaders program is the most comprehensive green furnishings training available, written by an accredited LEED-CI/AP. Passing participants will receive a course completion certificate, business cards and more. Learn about green consumers, sourcing green products, designing green interiors, and set yourself apart from the competition.

JOANNE & COMPANY TURNS 15!

Time: All Day Event

Location: L.A. Mart, Joanne & Company, Suite 340

Join Joanne & Company as they celebrate their 15th year in the Gift business. Begin the morning with fresh bagels, mimosas and specialty coffee drinks. At Noon, stop by for a pizza party and at 3 p.m. for wine and cheese. Join Joanne & Company as they serve cocktails and dinner beginning at 5 p.m. 15 gifts will be raffled off during the event and enjoy specials designed in honor of this momentous anniversary.

HIGH TEA WITH SONNY & JOHNNA FROM WEL LIVING PRODUCTS

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PADDYWAX CUPCAKE PARTY

Time: 3p.m. - 5 p.m.

Location: L.A. Mart, Fine Lines Company, Suite 449

Celebrate with Paddywax and join them for a sweet treat. Sample their new spring fragrances, see the latest introductions and enjoy a little sugar rush.

INKDISH: SHOW ME YOUR TATS!

Time: 5 p.m. - 8 p.m.

Location: L.A. Mart, Kregger, Suite 855

Show me your tats! We're thrilled to announce Kregger's West coast debut of InkDish. Come experience the famed Paul Timman perform his magic. Paul is based out of the famed Sunset Tattoo and has worked on clients such as Angelina Jolie and Jennifer Lopez. He has also been known to tattoo Tommy Lee on his kitchen table. Hear the buzz, feel the vibe, and experience how Paul Timman gives dishware a tattoo makeover. InkDish has already received accolades in Metropolitan Home, The LA Times Home and Garden section, Tableware, and Inked, among others.

CUSTOMER APPRECIATION PARTY

Time: 6 p.m.

Location: L.A. Mart, Roman, Inc., Suite 746

Roman, Inc. is unveiling two new artists, Connie Haley and Tammy Repp, giving away up to \$500,000 of free product, and lowering their minimum opening order by 40%. Look for key items with special pricing. Appetizers and cocktails will be served.

CLAY CRAFT BOOKSIGNING WITH YUKIKO MIYAI

Time: 6 p.m.

Location: L.A. Mart, The Madden Corporation, Suite 309

Yukiko Miyai will be at the California Gift Show to sign her Clay Craft books, featured on **Martha Stewart**. Learn how to create table arrangements, baskets, corsages, ornaments, centerpieces, and bouquets with incredibly realistic flowers such as cherry blossom, tuberose, hydrangea, peony, gardenia, rose and more. These beautiful books include projects for bridal showers, weddings, special occasions and projects inspired by each season. Unlike other clays that need to be baked, ClayCraft by DECO® soft clay will air dry to a firm consistency in 24 hours. Yukiko will also be holding demonstrations throughout market so you can create your own flowers.

SATURDAY, JANUARY 16

HAVE A COKE® AND A SMILE

Time: All Day Event

Location: L.A. Mart, Russ Berrie U.S. Gift, Inc., Suite 900

Russ Berrie U.S. Gift, Inc invites you to "Have a Coke® and a Smile". Join the RUSS team in celebration of their newest license, Coca-Cola®. On this day, look forward to refreshments, prizes, discounts and more!

MARKETING IN THE NEW MEDIA ERA

Presented by Caroline Kennedy, Editor of *Gifts & Decorative Accessories Magazine*

Time: 11:30 a.m.

Location: L.A. Mart

Join Caroline Kennedy for an engaging event that can help your business. Discover how an exclusive panel of retailers uses social networking and what they think it can do for you. Caroline Kennedy has been with *Gifts & Decorative Accessories* magazine for more than 23 years. Her long association with the gift industry gives her a broad perspective on its trends and the ever-changing landscape of gift retailing. She brings her veteran's-eye view to the highlights and sidelights of our everyday world.

ONE YEAR ANNIVERSARY AT L.A. MART!

Time: 11:30 a.m.

Location: L.A. Mart, The Madden Corporation, Suite 309
Join The Madden Corporation for a champagne party to celebrate their one year anniversary at the L.A. Mart.

BOOK SIGNING WITH ROMNEY STEELE

Time: 1p.m. - 3 p.m.

Location: L.A. Mart, Sales Producers, Suite 451

Meet Romney Steele, author of *My Nepenthe: Bohemian Tales of Food, Family, and Big Sur*. As the granddaughter of the founders of Nepenthe, Romney grew up at the famous restaurant perched on the majestic cliffs of Big Sur. In *My Nepenthe*, she celebrates the magic and history behind this time and place like no other.

NEEDLE FELTING DEMONSTRATION

Presented by Lek Namnath, artist and owner

Time: 2 p.m.

Location: Los Angeles Convention Center, Lek Namnath, Space 1429SH

Artist, Lek Namnath, will demonstrate dry-needle felting with specific techniques and creative ideas. See examples of hats, purses, and accessories. An old art form made new.

MEET YOOHOO & FRIENDS!

Time: 2p.m. - 4 p.m.

Location: L.A. Mart, Aurora World, Inc., Suite 310

Join us in the Aurora Showroom for cupcakes and champagne served by the loveable characters, YooHoo & Friends! Check out the newest additions to this fantastically popular line! Showroom specials and brand new product will be highlighted. This is the place to find great gift items for babies, children, and tweens alike!

ARTIST'S SIGNING

Time: 2 p.m. - 5 p.m.

Location: Los Angeles Convention Center, Houston Llew, Inc., Space 1353SH

Meet the creator of Spiritiles, Houston Llew, who will sign first editions of his new collection. Refreshments will be served.

CATERING TO CLEVER DRAWING

Time: 5 p.m.

Location: L.A. Mart, Lynn Mitchell Group, Suite 856

In celebration of their newly expanded showroom, the Lynn Mitchell Group will raffle three gift baskets of their Cleverest product lines including: Cardboardesign, Dynamighty, Alicia Klein, Puzzled Inc., Ransom & Scout, Poketo. Stop by for more details on how to enter! Enjoy champagne and cupcakes.

CUSTOMER APPRECIATION PARTY

Time: 5 p.m.

Location: L.A. Mart, Roman, Inc., Suite 746

Roman, Inc. is unveiling two new artists, Connie Haley and Tammy Repp, giving away up to \$500,000 of free product, and lowering their minimum opening order by 40 %. Look for key items with special pricing. Appetizers and cocktails will be served.

SUNDAY, JANUARY 17

THE VINCENZO BEFORENOWAFTER THEOREM BOOK SIGNING

Presented by Diana Jacobs and Kerry Vitiello, Creators

Time: 2 p.m. - 4 p.m.

Location: Los Angeles Convention Center, Dustmuffin, Space

Exploration of time in 25 images. The Silent Timekeepers, past, present, future, the Box of Shadows and the Grey Dog...what did he know? Beautiful, haunting, fun and thought-provoking images featuring vintage clocks, thread, bones, 19th century doll parts and yes - a dog. First 10

people get a free signed soft cover book. Books are available for purchase, regularly \$28, for \$15.

WIN LOS ANGELES LAKERS VS ORLANDO MAGIC TICKETS DRAWING!

Time: 5 p.m.

Location: L.A. Mart, Crystal Group, Suite 330, and Joanne & Company, Suite 340

Shop the Crystal Group, Suite 330, and Joanne & Company, Suite 340, for a chance to win a pair of prime tickets to the Lakers game, Monday, January 18 at 7:30 pm. To enter, pick up a raffle ticket in Crystal Group, Suite 330, or Joanne & Company, Suite 340 and have the ticket stamped by both showrooms. No purchase necessary. Every order written qualifies for an additional entry. Winner need not be present to win; winner will be contacted.

DAILY EVENTS

WIN LOS ANGELES LAKERS VS ORLANDO MAGIC TICKETS!

Dates: Tuesday, January 12-Sunday, January 17

Time: All Day Event

Locations: L.A. Mart, Crystal Group, Suite 330, and Joanne & Company, Suite 340

Shop the Crystal Group, Suite 330, and Joanne & Company, Suite 340, for a chance to win a pair of prime tickets to the Lakers game, Monday, January 18 at 7:30 pm. To enter, pick up a raffle ticket in Crystal Group, Suite 330, or Joanne & Company, Suite 340 and have the ticket stamped by both showrooms. No purchase necessary. Every order written qualifies for an additional entry. Winner need not be present to win; winner will be contacted.

CATERING TO CLEVER

Dates: Tuesday, January 12-Saturday, January 16

Time: All Day

Location: L.A. Mart, Lynn Mitchell Group, Suite 856

In celebration of their newly expanded showroom, the Lynn Mitchell Group will raffle three gift baskets of their Cleverest product lines including: Cardboardesign, Dynamighty, Alicia Klein, Puzzled Inc., Ransom & Scout, Poketo. Stop by for more details! Drawing will be held at Saturday, January 16 at 5 p.m.

INTRODUCTION TO FAIR TRADE

Presented by Carmen K. Iezzi, Executive Director, Fair Trade Federation

Dates: Friday, January 15 – Monday, January 18

Time: All Day Event

Location: Los Angeles Convention Center

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

INTERACTIVE TWITTER WORKSHOP

Presented by Lynn Switanowski-Barrett, Creative Business Consulting Group

Dates: Friday, January 15 – Sunday, January 17

Time: All Day Event

Location: Los Angeles Convention Center

Creative Business Consulting Group will be at the California Gift Show to personally teach you how to best use Twitter as a strategy for marketing your small business. Learn how to "tweet" on the road at trade shows, upload relevant pictures and videos from your phone and bring customers to your store. Our Tweet Team will deliver Mini On-Floor Workshops, One on One Training, and provide on site handouts to support Twitter training. In addition, follow @CA_GiftShow during market for great tips, announcements, specials, promotions and discounts.

SPECIAL SEASONAL ENGAGEMENT

Dates: Friday, January 15 – Monday, January 18

Time: All Day Event

Location: Los Angeles Convention Center

The California Gift Show has teamed up with a variety of creative talents to create a special, imaginative place on the show floor. This must-see display will feature seasonal product in a way you won't believe.

MEET THE ARTIST: CLAY CRAFT BY DECO

Dates: Friday, January 15 – Monday, January 18

Time: All Day Event

Location: Los Angeles Convention Center

The California Gift show is ready to inspire with an onsite demo and showcase of Clay Craft by DECO clay flower creations. Learn how to create incredibly realistic flowers for table arrangements, centerpieces and bouquets. Yukiko Miyai's exquisite handmade floral arrangements have been seen in hundreds of weddings, three step-by-step books and on the Martha Stewart Show. Don't miss the chance to see the everlasting beauty of this unique art form created in person by Yukiko Miyai.

ARTISANS GALLERY

Dates: Friday, January 15 – Monday, January 18

Time: All Day Event

Location: Los Angeles Convention Center

Diversity is the common theme in the Artisan's Gallery Showcase, a special feature of World Style. Here, musicians, artists, authors and craftsman from all over the world bring their talents together for a rich and unforgettable array of daily presentations.

SMALL BUSINESS RESOURCES FOR COMPANY GROWTH IN ANY ECONOMIC CLIMATE

Dates: Friday, January 15 - Sunday, January 17

Time: 10 a.m. - 2 p.m.

Location: Los Angeles Convention Center

Gain an edge and join the PACE Business Development Center for complimentary business counseling at the California Gift Show. PACE is kindly bringing their unique resources to the Show to help you succeed. Benefit from the variety of PACE counselors available to provide business assessments, loan assessments, general information and more to support your business. PACE is a private not-for-profit serving the Los Angeles community since 1976. They have successfully facilitated the start-up and expansion of thousands of businesses-and your's could be one of them.

**Event dates and times are subject to change, please visit californiagiftshow.com for a complete list of events, exhibitors and show amenities.

SHOW HOURS:

L.A. MART

9 a.m.–6 p.m. Tuesday, January 12–Thursday, January 14

9 a.m.–8 p.m. Friday, January 15 **LATE NITE!**

9 a.m.–6 p.m. Saturday, January 16–Monday, January 18

LOS ANGELES CONVENTION CENTER

9 a.m.–5 p.m. Friday, January 15–Sunday, January 17

9 a.m.–4 p.m. Monday, January 18

LOCATION:

L.A. MART

1933 S. Broadway, Los Angeles, CA 90007

LOS ANGELES CONVENTION CENTER

1201 South Figueroa St. Los Angeles, CA 90015
South and Kentia Halls

For more information, visit www.californiagiftshow.com.

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 300 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 500 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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