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**FIRST INTEGRATED CALIFORNIA GIFT SHOW® A RESOUNDING SUCCESS:
- Buyers and exhibitors make Los Angeles THE summer market of the west -**

LOS ANGELES, CA (JULY 27, 2009) –Over 22,000 buyers from across the west and the nation headed to Los Angeles to shop the newly integrated California Gift Show at the Los Angeles Convention Center and the L.A. Mart®. With a special focus on fresh and unique resources, the California Gift Show offered buyers product lines that could only be found in LA.

“We are extremely pleased with our first integrated California Gift Show and the attendance that we saw,” said Mark Furlet, vice president and general manager L.A. Mart & California Gift Show. “With traffic increases at both locations, the energy level was incredibly high. New buyers and new exhibitors infused a level of excitement we haven’t seen for a while. Attendees benefited from the seamless integration of the two shows with one registration process, one comprehensive show directory and one shuttle bus system.”

Thousands of exclusive product lines were featured at the July market. From the permanent showrooms at the L.A. Mart, to the Temporaries floor at the Los Angeles Convention Center and L.A. Mart 2nd Floor Gallery, fresh, new merchandise across a broad range of categories provided buyers with new money-makers. With the integration of the shows, Los Angeles has become a one-stop resource for west coast buyers.

“The integrated California Gift Show had a tremendous level of excitement. We were proud to offer west coast buyers fresh and unique resources at both the Los Angeles Convention Center and L.A. Mart,” said Peggy Coleman, vice president, marketing, L.A. Mart and California Gift Show. “Buyers were treated to unparalleled product selection, a streamlined market experience and tremendous programming and events. The energy on the show floors was electric and everyone was so excited to shop both venues.”

Heard At Market

**Heather Palmer Fujikawa
True Birds, booth 1509 -LACC**

"The July 09' California Gift Show was a fabulous experience for my fashion accessories line, True Birds. The staff was beyond helpful and accommodating in every way. Despite the recession it was advantageous for us to be there to receive orders from boutiques to chain stores as well as get great exposure from the press. We will definitely be returning to The California Gift Show."

**Dan Tsue, Managing Partner
Kiss Accessories, booth 1421 - LACC**

"The Kiss Accessories' team was very pleased with the level of customer service provided by show management at the CA Gift Show. The show proved to be successful through the caliber of contacts and business that was generated for our custom and promotional purse hook lines. We are excited to attend upcoming shows!"

Caroli Esgurra

The Rose Lady, booth 2229 and 2231 - LACC

"We loved the new layout and felt that it really gave the show a great energy and buzz. We had a lot of new buyers stop by and it was a great experience. We will definitely be back in January!"

Stephen Young,

Stephen Young Showroom, suite 830, 839 - LAM

"This has been a booming market. I have exceeded even my own expectations; we have been consistently busy in both showrooms."

Jay Otten,

Accessories to Go - LAM

"As a new showroom, we are very happy with the exposure to new buyers. Since we have a showroom in NY, our presence in LA gives us visibility with high profile buyers."

Cina Hodges

Showroom 504 - LAM

"We are making a huge effort to make the \$50 and under items at retail shine, products need to put a smile on the face of the consumer and we (reps) need to help the retailer with merchandising and display ideas to help sell product through."

Highlights and new product lines, by location are listed below.

Highlights at the Los Angeles Convention Center:

Poco a Poco Imports, booth 900, www.pocoapoco.com

Poco a Poco imports unique handmade gifts, crafts and folk art from Peru. Highlights included hand-knitted finger puppets, decorative gourds and folk art home décor.

Ganapati Studios, booth 1920, ganapatistudios.com

Ganapati offered hip greeting cards, magnets, journals and notebooks, cards with interesting designs and graphics.

True Birds, 1509, www.truebirds.com

True Birds offer hip women's accessories such as purses, jewelry and a variety of highly designed headbands.

KIM, booth 1718, www.kimthings.com

KIM featured unique and bold fabrics designed by owner, Kim Rosin that are featured on a wide range of products like aprons, oven mitts, potholders squares, bags, totes, toiletries bags, lunch bag, kippot, cards and more.

NotNeutral Inc., booth 1704-1706, www.notneutral.com

NotNeutral offers products ranging from modern furniture, bedding, kids, home décor, garden and gifts, and all offered in signature colors and patterns.

L.A. Mart Permanent Showrooms:

Kregger & Co.: Suite 855

Debuted **Fat Boy**, for the first time in Southern California. **Fat Boy**, a line of stylish lounge furniture modules for indoors and outdoors took center stage on the showroom floor. The collection includes "Fatboy the Original" and newly introduced, "fatboy Avenue with a distinctive, puff embroidery surface. Available in six colors and four metallics. www.fatboyusa.com

Joanne & Company: Suite 340

Joanne & Company introduced new patterns in the incredibly popular line of **Le Cadaux**, European inspired melamine dinnerware that looks like the real thing. The new unbreakable, dishwasher safe glassware available in brilliant coordinating colors. Brand new for market is **Posh Designs, Ltd.** a line of interchangeable furniture made of recycled pallets allows YOU to

design the table to fit YOUR needs. Table tops and table legs are available in various widths and heights respectively making repurposing of tables for different uses (including retail display tables) a snap.

Accessories to Go: Suite 502

This new permanent showroom at the L.A. Mart debuted its stylish and affordable pet accessories including pet beds and comfort products as well as clothing for everyday and holiday with an especially vast selection of Christmas styles. Previously located at the California Market Center, the showroom markets under its own brand name, **Pampered Pet**.

Showroom 504: Suite 504

"Staycation" products from California companies were featured in specially merchandised groupings. **Jay Joshua**, a line of city-driven souvenirs and tote bags were displayed prominently. Retro toys from **Zippy Toys**, including swirl hoops and jump ropes, all made in the U.S. were putting smiles on buyers faces. Designed and developed by an engineer, **Land C Corp.** debuted their green solar chargers for cell phones and ipods.

Entertaining Creative and Fun: Suite 438

DCWV, a stylish line of peel and stick wall décor with two packaging configurations debuted. A dramatic display on the rear wall of the showroom presented the hip, colorful, fresh styles including sayings, a chandelier with adhesive faux crystals and customizable wall clock. www.dcwvhome.com Also, **Koko**, a line of fashionable, green lunch bags featuring new styles, patterns and a licensed line by celebrity chef Mario Batali was a focal point with a prominent display. Eat well, be green, take lunch...in style. www.cosmoda.com

Fine Lines: Suite 449

Roost debuted stylish menorahs in several materials including blown glass, decorative woodland animals, and feather ornaments in glass orbs at aggressive price points. Fun gifts under \$20 were most popular including hot seller, the prism glitter ball and key covers, popular with tweens and teens.

Temporaries @ L.A. Mart:

Vanishing Creatures: 2-400

The exquisitely crafted award-winning chocolates are molded in the shape of five endangered animals: Polar Bears, Koalas, African Elephants, Pygmy Hippos and Mountain Gorillas and are contained within eco-friendly packaging. Once Vanishing Creatures innovative packaging is opened, the consumer will discover an educational booklet on the specific endangered animal. Consumers are encouraged to walk away with their own interpretation of their experience of the product – a well balanced "green" gift that has an extended life beyond the chocolates. The company will make a donation to charitable organizations protecting these endangered species.

Stiles in Clay: 2-407

Chris Stiles designs and produces every piece of the pit-fired sculptures by hand. His most recent work focuses on birds, sandpipers and owls. Chris highlights the simplicities he finds in nature to produce organic sculptures right down to the colors fired into the birds' surfaces. www.stilesinclay.com

Organica Funcion Arte US: 2-433

A collection of handmade wooden boxes with colorful objects and patterns in that open and close effortlessly. Made of Mexican pine from reforested sources, each box takes around three months of painstaking work to complete. The company proudly employs underprivileged workers in Columbia. www.organicafuncionarte-us.com

Vera Bradley: 2-639

Debuted 3 new holiday prints alongside its popular collections. The American design company best known for its soft, brightly patterned bags presented its full line for July market buyers in its eye catching booth.

JooJoo Baby: 2-720

First time at any show, JooJoo Baby, Southern California based maker of modern, nursery and children's wall décor made its debut. Wall art panels are available in 2 sizes and over 300 unique designs, or customize your own designs from baby's photo. www.joojoobaby.com

TOUCH: 2-341A

Sustainable, socially designed modern accessories for the home. Touch collaborates with emerging designers in creating hand-made products that are beautiful, good for the environment and those who make them. Some items include coasters made of recycled billboards, **Eva Maria Spirals**--wall art made of recycled flip flop material, silver stars --hanging ornaments made of recycled milk cartons by **Blindesign and more**. www.do-not-touch.com

Showrooms News:

New and returning showrooms offered fresh and exciting products just in time for the California Gift Show. For buyers, this was just one more reason why LA has become the West Coast anchor for the gift and home industries. These new showrooms expanded the California Gift Show's offerings tremendously and made is a not-to-be-missed market.

New and returning Gift Showrooms:

Accessories to Go, Ste 502
Gorgeous Design, Ste. 548
Jim Marvin, Ste. 966
Latin Treasures, Ste.354
Necessities, Ste 168
Westland Giftware, Inc.,Ste. 458
H2M Trading, Ste 542-A

Extended Showroom Leases

The Newcombs, Ste 505
Stephen Young, Ste 830 & 839

New L.A. Mart Design Center Showroom

Romani Designs, Ste 1065

For more images, exhibitor and product highlights, please visit

www.californiagiftshow.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 300 permanent year-round, residential, decorative accessory and gift showrooms serving the retail and interior design industries. Combined, the California Gift Show and L.A. Mart Temporaries features over 600 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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