

FOR IMMEDIATE RELEASE

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**THE CALIFORNIA GIFT SHOW® SHOWCASES
MUST-HAVE, NEW RESOURCES AT THE JULY MARKET**

LOS ANGELES, CA (July 8, 2010) – The California Gift Show is the place to find the newest, must-have resources in the gift industry this summer. The California Gift Show®, Tuesday, July 13 - Monday, July 19, 2010, will feature an unrivaled selection of new resources from over a thousand Temporary exhibitors and showrooms representing a comprehensive collection of twelve thousand world class gift, home décor and lifestyle lines.

Many featured exhibitors have brand new products, new to market, new lines, hot trends and have been featured in top name publications.

“The California Gift Show is a must-attend market for buyers looking for fresh and unique resources. As the largest gift show on the West Coast, both the Los Angeles Convention Center and L.A. Mart will offer thousands of resources for buyers to choose from,” said Peggy Coleman, vice president marketing, L.A. Mart and California Gift Show. “We are pleased to announce that we have 230 new exhibitors for this show, ensuring that our buyers will see some of the hottest, most innovative lines available today.”

New resources and lines, are listed below.

Bulls Eye Baking Co., Space 1304, South Hall, Los Angeles Convention Center (www.webakeitfun.com)

On Your Mark! Get Set...BAKE! Hit the mark with your favorite recipes every time using Bulls Eye Baking Parchment. A Baker's dozen of bulls eyes help you center doughs and cookie shapes. Gridlines help guide to slice even portions for bar cookies or brownies. Proudly made in the U.S.A. Suggested Retail \$6.99.

Chez Duvet, Space 2-727, L.A. Mart (www.chezduvet.com)

Chez Duvet, in partnership with Plover Organic, presents a beautiful collection of organic duvets and duvet covers made with Corner Keepers, a brilliant duvet innovation that keeps duvet corners perfectly in place, eliminating bunching and exceptionally easy to use. Experience Chez Duvet's premium downs, eco-smart down alternatives, beautiful designs, and an easier way to use duvets.

CRP Products Inc, space 2618, South Hall, Los Angeles Convention Center (www.generation-line.com)

The Generation Line features beautiful long lasting outdoor furniture made from recycled plastic. All product items are available in 15 colors. Adirondack chairs weigh approx 60lbs and are maintenance free and can be left out in all seasons. The "Generation Line" of outdoor furniture is eco friendly and built to last!

Curmudgeon Cards, Space 2-317, L.A. Mart (www.curmudgeoncards.com)

“I'm Skewed” Encouragement Cards with a Twist. Elisa Goodman designs One-of-a-Kind Handmade Greeting Cards using the ART found on Postage Stamps from around the world, often embellishing them with gorgeous vintage fabrics and papers.

Dillon-Wells, Suite 711, L.A. Mart (www.dillonwells.com)

Dillon-Wells newly-represents Decorative Arts International, a diverse collection of high-quality, framed artwork from the top artists. Designers are encouraged to log on dillonwells.com - coming soon, to- the-trade transactional website for your purchasing convenience!

Folkmanis, Inc., Space 2218, South Hall, Los Angeles Convention Center (www.folkmanis.com)

Whether he's flaked out on a rock or scurrying under one, you'll love playing with this innovative HORNED LIZARD puppet. Made of a metallic scaly micro-fiber fabric, he also has movable front legs, head, and mouth! HORNED LIZARD puppet measures 12—inches long and has a MSRP of \$18.

Handmade Expressions, Space 1019, Kentia Hall, Los Angeles Convention Center

The Video Tape Wristlets from the Fair Trade wholesaler Handmade Expressions encompass both the human and natural sides of sustainability. The sourcing of sustainable materials—recycled video tape woven with 100% natural cotton—protects the local ecosystem and the planet. Most raw materials are donated or recycled. In addition, our Fair Trade practices ensure fair wages, sustainable income, and human dignity and equality for the producers. The wristlets are available in green or rust; each is 6.5" x 4.5".

Kathleen Milne Company, Suite 867, L.A. Mart

Glob It On is a line of do-it-yourself craft paints with natural fruit, vegetable and flower pigments and organic extracts. Fill jar with water and shake. It's that easy! Perfect for playtime and group art projects, the line is made in the U.S.A. Designed in Japan, Monkey House Designs are paper craft postcards you score, cut and assemble into a model. 130 designs to choose from: animals, architecture, transportation and more. It's paper-craft at best! Lilliputiens, designed in Belgium, bring the magic of hidden surprises and inquisitive spirit through soft baby and toddler toys. Every plaything is a voyage of discovery. And Little Bugs Boutique Jewelry is jewelry designed exclusively for Sassy Little Girls, Hip Modern Mamas and everyone in be-TWEEN! Everyone is "buzzing" about our "must have" accessories and gifts. This is a HUGE collection - so grab your coffee mug, sit back and have fun!

Kosmopolitan Trading Inc., Space 1836, South Hall, Los Angeles Convention Center

Tired of storing items in boring boxes? Well with our innovative Hide N' Seat storage boxes you will have a place to store and sit at the same time! With beautiful patterns, exciting colors and multipurpose functions our Hide N' Seat boxes will simplify any room and instantly add color at the same time. Various sizes to choose from, 8 different patterns, easy to assemble just unfold, fill and sit! It fits in standard shelving unit and adds decorative effect to the kid's room.

Laughing Elephant, Space 2300, South Hall, Los Angeles Convention Center (www.laughingelephant.com)

Seattle based publisher of paper products, Laughing Elephant is introducing a show special of \$1 per card (cards are sold in half-dozens per style.) In addition to the card special the Laughing Elephant will be introducing other exciting new book and paper products.

Larimar Conlight, Space 225, Kentia Hall, Los Angeles Convention Center (www.larimar.info)

Debuting at the California Gift Show with Semi-Precious Stone from the Caribbean.

Lion Ribbon, Space 1834, South Hall, Los Angeles Convention Center (www.lionribbon.com)

Lion Ribbon offers The WOW! Factor™...show off and get your designs noticed with our vast selection of new high quality ribbons, accessories, and packaging products. New ribbons include Animal Prints Ribbon, from cheetah to zebra, and Hearth & Home Holiday Ribbon featuring picture perfect traditional plaids, sparkling reds, and greens that will delight! New JuteeJutee Bag is made of 90% jute, fits 4" and 6" pots and has a water resistant lining. Crystals & Crowns Wristlets are available in 3 colors and alternate high quality, faceted crystals and crowns of stunning clear gems.

Lone Orchid, Space 1710, South Hall, Los Angeles Convention Center (www.loneorchid.com)

Our Twisted Orchid Bendable Metallic Necklaces are bendable 36 inch metallic necklaces and bracelets, a great compliment to any outfit. Have fun with these items and twist them into different shapes. Mix and match the metallic colors for a unique look! Lone Orchid's Trapezoidal Silk Handbag is a solid color silk purse with hardwood handle, zipper closure and internal zipper pocket. This purse features a simple but sleek and sophisticated design. Available in black, navy orange, mojito and brown, they measure 12" L x 10" H x 3.5" W.

Mata Traders, Space 1023 Kentia Hall (www.Matatraders.com)

Mata Traders is an independent fair trade woman's clothing and accessories label. Mata products are original designs handmade by women's cooperatives and artisan groups in India and Nepal that practice fair trade principles. The Spring/Summer 2010 collection features colorful dresses, tops, bags and gorgeous jewelry.

Melrose International LLC, Suite 930, L.A. Mart (www.melroseintl.com)

New Farmer's Market fruit coasters w/ holder; set of 4; made of polyresin. Also new, Bistro Country vintage tray w/ handle; set of 2; made of wood.

Roundabouts® Cupcake Sleeves, Space 1306, South Hall, Los Angeles Convention Center

(www.roundaboutsleeves.com)

Roundabouts® Cupcake Sleeves by Moon Cherie are an innovative product designed to transform standard cupcakes into virtually anything. Using toppings easily found at a grocery or local party supply store, these decorative self-adhesive cupcake wrappers bring cupcakes to life! From popcorn tubs, gumball machines, sushi, and ice cream cones, we have over 70 designs to choose from. Personalization, customization, retail & bulk available. The reach of Roundabouts® is expanding to include more elegant settings, and has a new line of Couture cupcake sleeves which will be offered soon for corporate affairs, weddings and special events. Earth-friendly, non-toxic, resists grease. Roundabouts® self-adhesive cupcake sleeves are patent-pending.

Ocean Star Gifts, Space 2324, South Hall, Los Angeles Convention Center (www.oceanstargifts.com)

Greeting Cards, Journals, Guest Books, Inspirational Books, Freshwater Pearl Jewelry on leather, and more! One of our inspirational books, Ocean Star, has quickly become the best seller in our line! Over ten popular magazines have featured the story in the past two years. The most recent being WSSM, Women's Surf Style Magazine. Their new issue features a four page spread of the Ocean Star story and highlights all our product lines. It is important to note that proceeds from our product line help us run our mentoring program to girls all over the world! Entire Product Line and Vision to Shine for girls can be viewed online at: www.oceanstargifts.com

OneCoast, Suite 439, L.A. Mart (www.onecoast.com)

OneCoast will feature new releases including Mud Pie Christmas themed mugs, dinner and dessert plates, and ornaments; Pinehill salad hands, salt & pepper shakers and ceramic bowl; Quotables clip frames; Happy Chanukah Bottle Toppers; Merci serving tray. Alexa's Angels features a new Perfect Purse Organizer from the Emma Rose Collection that keeps everything in place from one purse to another. Other new products include Square Wallpaper Necklaces, Charm Stretch Bracelets, Emma Rose Rainbow Necklaces, Coin Purse, Ruffle Wristlet, Filagree Stretch Ring, and Woven Rose Bracelets.

Rabbit Corner, Space 659, Kentia Hall, Los Angeles Convention Center

Rabbit Corner features new one-of-a-kind apparel from antique fabric for women and girls, prices range from \$300 - \$1000.

Rosenberg Group, Suite 1053, L.A. Mart (www.filbertandfig.com)

Rosenberg Group newly-represents: Accessories Abroad, imported furniture and decorative accessories styles range from traditional to trendy; Casa Bonita, home decor with a Spanish accent, including furniture, pottery, lighting and wall décor; Designsource, a highly customized product line created to reflect a timeless elegance never out of style; Heatherfield Home and Garden, high quality and workmanship-crafted furnishings for home and garden; Sedgfield by Adams, an exquisite collection of lamps, mirrors, and decorative accessories since 1958. Buyers are encouraged to log on rosenberggroup.net, or connect for the latest - "like" Rosenberg Group on Facebook or "follow" on Blogspot.

Searcey Designs, Space 2-103, L.A. Mart (www.searcydesigns.com)

Searcey Designs' twelve Chinese Zodiac Necklaces with Jade bead for good fortune are available in both pure silver plated or solid sterling silver. Designed and handmade by Grant and Mindy Searcey in Southern California.

Simply Charming, Space 1822, South Hall, Los Angeles Convention Center (www.simplycharming.com)

Simply Charming features two new product lines at the show. The Crimson Red Collection including a guest book, guest pen, flower girl basket, ring pillow and bridal garter adorned with lavish crimson red silk and a beautiful antique brooch. The second line, the Birthstone Garters, with twelve different stones -one for each month, bring luck and blessings of the bride's birthstone to the wedding ceremony in a beautifully embroidered tulle garter (available in white or ivory).

Smersh Design Jewelry, Space 2-124, L.A. Mart (www.smershdesign.com)

Debuting at the California Gift Show, Smersh Design Jewelry introduces its new collection of contemporary jewelry; luscious colors, accessible price points, attractive packaging and clean, fresh, green design. The tattoo collection is made in Seattle Wa. The coloring process is powder coating, a technique that uses electrostatic charge to apply pigment to metal. No toxic binders needed!

Sosie Designs Jewelry, Space 128, Kentia Hall, Los Angeles Convention Center (www.sosiedesigns.com)

Handmade by the artist in San Jose, California, the Cascading Gemstone Collection features delicate clusters of genuine gemstones - amethyst, garnet, and black spinel - cascading from sterling silver fittings. The trendy 2 inch French wire earrings (SRP: \$22.50) and 18 inch necklaces (SRP: \$55.00) makes a perfect gift for any lady with a classic style.

Spare Soles, Space 1445, South Hall, Los Angeles Convention Center (www.sparesoles.com)

Metro Line are ballet flats with a thicker sole that comes in a matching wristlet that unfolds into a spare tote bag. RollUpz are small, compact, rollable flats that come in a box and have two extra bags for easy access and storage. Flip Flops are foldable flip flops that come housed in a matching wristlet that turns into a spare tote bag.

Starborn Creations, Inc, Space 504, Kentia Hall, Los Angeles Convention Center (www.starborncreations.com)

Mokume Gane is an ancient Japanese method of forging different precious metals together, originally used to decorate Japanese swords. Mokume translates to mean "wood eye grain" and Gane means "metal". Starborn utilizes the Mokume technique in this new jewelry design, and then accents the pieces with a variety of semi-precious stones to create an interesting contrast of ancient form with modern appeal.

Two's Company, Suite 2 – Lobby, L.A. Mart (www.twoscompany.com)

Get Wired 4" x 6" Recycled Electronic Wires Photo Frame is made from recycled and discarded and damaged electronic items, in two designs, Stripes and Checkers in plastic, fiberglass, copper and tin. From the Tozai line, blue and white decorative rice pots (available in medium and large sets) convey imperial elegance and refinement of taste, lending serenity, lightness, purity and freshness to any environment. The So Young Neckties vase, featuring the art and design of necktie fabrics in a unique collage design creating exciting, fun and vibrant pieces of art.

Zambala, Space 1205, Kentia Hall, Los Angeles Convention Center (www.zambala.com)

Choose Zambala's pure and natural Himalayan incense to purify your environment, calm your mind and harmonize your energy. Zambala incense is made from organic medicinal plants and rare minerals from the Himalayas. Formulated according to Tibetan scriptures, our incense contains the precious nectar obtained from Tibetan masters representing the four traditions of Buddhism. A special puja ceremony is performed by the four sects to bless the nectar over a 49 day period. This blessing empowers the nectar with the essences of all the Buddhas, Bodhisattvas and Protectors. Magically transform your life, home, office or sacred space with Zambala's natural herbal incense. Our incense is produced under strict quality control in Taiwan. Verified and tested by third party (Swiss-SGS for purity.)

**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® 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.