

FOR IMMEDIATE RELEASE

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**MMPI UNIFIES WEST COAST GIFT RESOURCES WITH ACQUISITION
OF THE CALIFORNIA GIFT SHOW
*SINGLE MANAGEMENT STRENGTHENS LOS ANGELES MARKET***

LOS ANGELES, CA (May 11, 2009) – MMPI (owner of the L.A. Mart) announces the acquisition of the California Gift Show® (CGS) from dmg world media, effective immediately, creating a unified and strengthened market experience anchoring the gift and home industry for the West Coast. The newly integrated California Gift Show, scheduled to take place July 14-20, 2009, will run under MMPI's single ownership and management at two venues, to deliver the resources retailers need and consumers are buying.

ACQUISITION UNDERSCORES VALUE OF LOS ANGELES MARKET

Debuting in July, the California Gift Show will have an extended presence both at the L.A. Mart and the Los Angeles Convention Center, reinforcing the importance of the West Coast and California marketplace for the Gift & Home industry, while providing buyers a well-organized event featuring unique resources and reflecting the consumer tastes and demands.

"The acquisition of California Gift Show underscores our belief in the inherent value of Los Angeles as a market destination and our commitment to the gift industry," said Joan Ulrich, senior vice president, MMPI. "We are thrilled to offer a comprehensive show at two fantastic locations providing greater and direct, local access to one of the 10 largest economies in the world – the California marketplace."

"With their ownership of the L.A. Mart and long-time partnership with the California Gift Show, MMPI was a natural choice as the future owner," said Alan Steel, Executive Vice President, dmg world media. "We know that the MMPI management team will continue to produce the highest quality event for our shared customers."

INTEGRATED SHOW CATERS TO WEST COAST RETAILERS AND BUYERS

Continuing the tradition of the L.A. show, the California Gift Show with the L.A. Mart's temporaries and permanent showrooms offers even more flexibility and caters to the thousands of gift stores within driving distance of the city serving a consumer audience of 13 Million, as well as a broader geographic base of buyers in pursuit of L.A.'s distinct style and offering.

"With a population of 37 million people and an economy that produces over \$1.8 trillion in gross state product, it's obvious California and its most populous city should continue the 50-year tradition of hosting a temporary Gift market," Ulrich said.

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"By combining the management of the temporaries with the management of the showrooms, we can produce a much larger marketing effort capable of communicating the benefits of Los Angeles, California and the West Coast."

"We know the market wants a large presence in Los Angeles, and we know the manufacturers and their reps want a well-organized event to reach their important retailers. People know where to find each other in L.A., and we plan to build on that foundation," Ulrich continued.

INDUSTRY LEADER OFFERING RETAILERS MORE REASONS TO SHOP LA

Exhibit options will feature the same high quality, high-service support that defines the L.A. Mart under the MMPI industry-leading management team that runs events across the country. The combined show expands and preserves the flexibility exhibitors have when choosing how to tap into the lucrative West Coast economy.

The acquisition also allows more newer or smaller resources to be marketed alongside major industry anchors in showrooms. The combination of large and small companies creates a broad mix of options for retailers looking for proven names and products alongside newer, smaller companies entering the market.

"No show producer has demonstrated a larger commitment to Los Angeles than MMPI," said Mark Furllet, vice president and general manager, L.A. Mart. "We have a combined dedicated team of more than 30 people on the ground in L.A. today, as we work to unify the California Gift Show and the L.A. Mart Gift & Home market offering the retailers even more reasons to shop in L.A. We intend to provide the stability and platform for success our customers and the industry deserve."

HOW TO APPLY:

Exhibitors new to the California Gift Show are invited to apply by contacting Frank Joens or the sales team 213.763.5834, Frank Joens at fjoens@lamart.com or visiting <http://www.lamart.com/gift>, <http://www.californiagiftshow.com/>

L.A. Mart is a registered trademark of MMPI.

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 West 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, owners of MMPI, based in New York City, is a fully integrated equity 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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