

FOR IMMEDIATE RELEASE

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Fair Trade Federation Offerings Expanded at California Gift Show®

California Gift Show® continues its partnership with the Fair Trade Federation to provide a greater product selection to buyers while supporting global consciousness.

Los Angeles, CA (December 4, 2009)—This January, the California Gift Show and the Fair Trade Federation are joining forces again to offer the largest Fair Trade Pavilion in the industry, January 15-18, 2010. This unique pavilion demonstrates the importance of Fair Trade products in the gift industry. This large selection of products promotes equitable and sustainable trading partnerships and creates opportunities to alleviate poverty.

Located at the heart of Kentia Hall's World Style Collection at the Los Angeles Convention Center, the Fair Trade Federation Pavilion will offer products from nearly 20 Fair Trade members alongside an extensive collection of ethnographic art, international handicrafts, textiles, home decor, furnishings and fashion apparel and accessories. The California Gift Show is known for providing a global marketplace and long supporting Fair Trade Organizations, emphasized through its creation of the first designated Fair Trade Federation Pavilion in the Gift Industry.

"Within Fair Trade, there are specific criteria which make an organization or a product Fair Trade," said Carmen K. Iezzi, executive director of the Fair Trade Federation. "Federation members undergo a rigorous and thorough evaluation process to demonstrate their work in nine Principles, so buyers know that they have Fair Trade at the heart of what they do." Carmen K. Iezzi will be present at the California Gift Show to give an introduction to Fair Trade and the Federation.

Fair Trade offerings will bring a strong sense of community and social consciousness to market. Buyers that shop the Fair Trade exhibitors in the special section have a keen interest in developing a profitable business by supporting global community enterprise. "As consumers embrace social responsibility and global awareness, it is vital for retailers to include ethically produced merchandise in their stores," said Pam Williams, divisional manager, World Style at California Gift Show. "The Fair Trade Federation pavilion provides a place for retailers to find these unique Fair Trade products consumers are requesting."

Fair trade is a system of exchange that seeks to create greater equity and partnership in international trading. Fair Trade is about bringing great products, from clothing, coffee, food, furniture, home décor, and house wares, to jewelry, tea, toys, and personal accessories to the public. It strives to keep prices affordable for consumers while fairly compensating producers. And finally, Fair Trade creates huge impacts on communities. The system helps to pay children's school fees and health care costs, meet nutritional needs, empower women and the less fortunate, and alleviate environmental impact. Visit www.fairtradefederation.org and www.californiagiftshow.com for more information.

CALIFORNIA GIFT SHOW HOURS:

LOS ANGELES CONVENTION CENTER

9 a.m.–6 p.m. Friday, January 15–Sunday, January 17

9 a.m.–4 p.m. Monday, January 18

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

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

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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