

FOR IMMEDIATE RELEASE

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**THE NEWEST, TRENDIEST PRODUCTS ON THE WEST COAST CAN BE FOUND DURING
THE CALIFORNIA GIFT SHOW®**

LOS ANGELES, CA (December 30, 2009) – The California Gift Show is the place to find the newest, on-trend products in the gift industry this January. The reinvigorated California Gift Show®, Tuesday, January 12-Monday, January 18, 2010, will feature the most comprehensive selection of new product lines and unique resources. Many of these featured lines have brand new products debuting in January or have been featured in top name publications.

New to January's Market is Royal Apothic, represented in L.A. Mart showroom Fine Lines Company, suite 449. Only four months old and Royal Apothic is already on **Oprah's O List** as a "must have"! The founder and creative director, Sean O'Mara, will be at the Show creating customized, personal fragrances.

Spring Street is devoted to creating distinctive gifts and beautifully designed everyday accessories. The company's philosophy is simple: unite elegance with ease and fuse functionality with fashion. In the span of a few short months, key fashion influencers—including editors at **O, the Oprah Magazine, Lucky, Women's Health, Ladies Home Journal, Woman's Day, Shape** and **Essence** have recognized Spring Street in recent issues. Find this gorgeous jewelry and accessories at the California Gift Show in L.A. Mart space 2-634

The California Gift Show is ready to inspire with a showcase of CLAYCRAFT™ by DECO® clay flower creations, featured on the **Martha Stewart Show**. Creator Yukiko Miyai will teach buyers how to create incredibly realistic handmade flowers for table arrangements, centerpieces, and bouquets. Her make & take can be found in the Los Angeles Convention Center and product purchased at The Madden Corporation, suite 309.

Additionally, Michael Aram's unique nickel-plated honey jar was also featured in **Oprah's O List** and can be found at Vest and Associates, suite 904 at the California Gift Show. DL and Co, carried by Stephen Young in suite 830, has been recently featured in **944's** November issue.

"The California Gift Show is a must-attend market for buyers looking for fresh and unique product. The 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 Peggy Coleman, vice president of marketing, L.A. Mart and California Gift Show. "Our buyers will see some of the hottest, most innovative lines available today."

New products and lines, by location, are listed below.

L.A. MART

Two's Company, 2 Lobby

New from Two's Company: Antique Impressions™, Pressed Tile Photo Frame, assorted sizes in 4 colors; Bamboo Accent™ box with Glass Lid and Quilted Liner; Harborside™ new Buoy

Ottoman; Set of 3 Pitchers by Nantucket™; Roped In™ Tote Bag, 3 stripe colors. New from Tozai Home: Suzani Embroidered Photo Frame and Bolster Embroidered Pillow; Set of 2 Gold Dust Long Neck Vases with Effervescent Bubbles, made of hand blown glass; Bohemian Jar in 3 designs and patterns in a multitude of bright colors designed by Jean Dange; Sea Life Design Cloisonne Covered Jar in 2 designs by Fabienne Jouvin. New from Cupcakes and Cartwheels: Rosy Outlook's full Apron with Rosettes in 4 colors; Sweet Tweet™ Embroidered Bird Tote Bag in 4 color choices.

Enviro Vogue, space 2-208

Enviro Vogue features Mini-Totes, cute lunch-sized totes, perfect for snacks, as a thoughtful alternative to gift wrap, or to carry a few items. They make a perfect pair with our large totes in matching styles!

Lil' Popper, space 2-222

Check out the new, retro-inspired air propulsion toy that propels a ping pong ball when squeezed. Made in the USA, Recyclable packaging, lead free plastic.

Moorcroft Pottery, space 2-313

The English art pottery company, Moorcroft has expanded their line of hand made pottery lamps to include 4 new 2010 designs! Added to their existing lamps designs, Moorcroft now proudly offers 13 different lamp designs. Each of these designs incorporates various lamp shapes and heights to accommodate various room lighting specifications.

Fresco Towels, space 2-316

This luxury, artistic bath towel comes in full color patterns and contemporary graphic designs applied to 100% Cotton Terry Bath Towels. Amazing patterns in rich full colors make these towels a unique and luxurious addition to various styles of bathrooms, from classic to modern. Themes from classic arts and crafts to nature and abstract design are included in the collection. The towels are Made in Turkey and then exclusively printed and Finished in the U.S.A

Objects With Purpose, space 2-424

New to market! Organic candles and gifts with a message, "Burn me, wear me, waft me." A 100% organic, renewable, low burn temperature, wearable as a perfume/body butter, coconut oil derived wax candle. Limited packaging, meaningful message, essential oils, ecologically harvested, locally poured, hand made.

Onde Venezia, space 2-428

The Onde Collection, hand-blown glass jewelry, table decor and vases from Murano, Italy- the world's most prestigious glassmakers. Designed exclusively by Rosana Joerg - Milan and Paris Fashion Designer. Each design is entirely handmade and an exquisite art piece unique to itself. Also introducing the 'Elia' Collection - a Mediterranean Glass Olive Collection of Branches, Wreathes, and Napkin Rings.

Fiddler's Elbow, space 2-525

Susan Bourdet/Wild Wings is a collection of 7 designs by artist Susan Bourdet who we believe has captured the very essence of nature in all its glory with her bird and floral art, transferred on to our designer doormats, ceramic mugs and mouse pads for nature lovers to enjoy. Proudly made in the USA.

Cinzia Designs, space 2-813

Trendies by Cinzia create readers, sunglasses and accessories for the rebel in you. Featuring the season's hottest colors, coolest shapes and dripping with attitude. All at a no regrets price point. Edgy design combined with bold bright colors makes it fun to mix and match with every outfit!

Kathy L Barrett Selections Inc, space 2-820

The Mayan Creations Jewelry line features handmade Czechoslovakian beads and crystal bracelets, necklaces, earrings, and anklets made by Mayan artisans in Guatemala. These products are Fair Trade.

Company's Coming! Inc, space 2-828

A Touch of Clasp Magnetic Fashion Jewelry Pins is the new concept in Novelty Jewelry. 14 hand painted designs, enhanced with Swarovski crystal, and approved to use LOGO and hang tags. Pins attach by Magnet to lapel, sports cap, visor; no holes and will not damage fine fabrics or Leather.

Aurora World Inc, suite 310

Aurora presents its #1 selling product, YooHoo & Friends, an adorable plush line based on endangered species. Aurora's new styles added every season- a great collector's piece. Visit www.yoohoofriends.com to learn all about them and play fun games.

Joanne & Company, suite 340

BRISA now offers a complete new line, the BRISA Magnetic Kitchen Clock! The clocks come packaged in a classic BRISA tin with 4 fun motifs: Coffee, Chocolate, Salsa and Olives. BRISA's newest musical release is the very popular Music & Cooking Collection. Each BRISA tin contains a CD with music from a certain culture along with a recipe booklet of cuisine from that region! Keepin' Fresh by Innobaby makes 100% airtight, leak proof baby food storage solutions available in Stage 1, Stage 2, and Glass containers.

Din Din Smart by Innobaby are bus shaped divided platters to make mealtime fun and safe even for the picky eaters. Packin' SMART Stack N Seal Travels Series are stackable storage container for both liquid and dry contents. Best of Chums' infant items are known for its kitschy packaging, witty themes, and fun colored baby tees, onesies, crochet booties and hats, and two- and four-piece gift sets. Their 100% cotton garments feature hand-crocheted and hand-made felt appliqués.

Ju-Ju-Be introduces its first purse! "Behave" has pockets for everything and "Be Fabulous" is the perfect bag! Comes in black or chocolate Earth Leather with removable shoulder straps and fun linings. Smart and sassy, functional, and classy!

My House, suite 365/312A

My House features Tickled Pink fashion scarves, purses, hats.

Sales Producers, suite 451

Sourcing International, LLC's Ladybug Candles are Floral Figurine Paraffin Candles adorned with a Ladybug. Some say it's good luck! The new Gold Label Mason Jar Snowglobes by Mr. Christmas give new life to a favorite holiday shape with a snowy lighted Christmas scene inside. The new Kaleidoscope Snowglobes feature a color changing LED light which illuminates and reflects off a multiplicity of tiny bubbles in a glass globe accompanied by 15 Christmas carols.

Unique housewares and gift items from Mark Feldstein & Associates include Flameless Candles, Peanut's Sound Clocks, Charging Valets, Outdoor Living, Mosaic Solar jars, inspirational products and more. Crabtree & Evelyn introduces a *NEW* Citron, Honey & Coriander Hand Therapy Collection of naturally based hand care has been specifically formulated to help reduce the visible signs of aging and leaves hands feeling soft and smooth. Baekgaard's Colorful Leather Collection introduces the Ultimate Travel Wallet for safe travel, and the Flirty Wristlet by the Mademoiselle Collection.

H2M Trading, suite 542A

The Serpentina Collection by Tsimani is an exciting and highly unusual collection of resin coated paper vases, bowls, pots and other items for the home, never before seen in the United States. Handmade in Mexico by talented young artists, using an original and completely new technique, each item is unique, numbered and signed and will not fail to draw attention as it adds a splash of color, style and warm originality to any home.

OneCoast, Suite 530/560

Monica Kalozdi, owner of Kalencom, recently launched two new bag and accessory lines, Hadaki and Amy Butler, for fashionable teenagers and young women. The totes, messenger and sling bags are ideal for young teenagers, defining their own style and cultivating more sophisticated tastes. Hadaki has a vast range of colors and fun patterns allows people to find a bag that fits them just right. Hadaki is meant to make life easier and to allow you to transition from one activity to the next in style. The Amy Butler line features a softer floral look, appealing to a sy older consumer and features a diaper bag.

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Showroom 504, suite 504

New to Showroom 504 are Inkology, Inc's Glam Rock Pens, glamorous, bedazzled pens. Zumreed by Dreams USA features Ribbon Cord Wrap, a way to fashionably wrap earphone, headphone, and power cords. The Fluffy Headphone Cover fits Zumreed Sfit Headphones, available in 5 fashion colors. Square Headphones feature an adjustable and padded stainless steel band, cord on one side only and comes in 6 colors. Sign of the Times has over 20 different licensed brands of Metal Signs, License Plates, and Magnets. 2008 LOUIE Award Winning cards by Sun Day Greetings include Birthday, Anniversary, and Love Greeting Cards. Relaxus Products Ltd brings Memory Foam Neck Tech Pillows for children, customized pillows to promote correct posture and maximum comfort. Additionally, new 2010 Mountain Mamas product includes jewelry displays, necklaces, scarves, duffels, and cosmetic bags.

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Roman, Inc., suite 746

Roman, Inc. is unveiling two new artists, Connie Haley and Tammy Repp.

Rosalie and Friends Inc., suite 750

New to LA Mart is Rosemary & Time, garden accessories and home decor. View the wire w/glass hurricane lanterns and a BBQ set that comes in a cooler bag. Nutcracker Designs is New to the LA Mart and features Wood Flower Stake, Apricot Bark Rooster, Flower Spray, a set of 2 butterfly pillows, and a ceramic flower pot.

DesignsenseUSA presents its Over the hill category, menu light and magnifier, a "too young to be old" embroidered baseball cap, and a desk sign saying "Caution: Senior Moment in Progress". Silly Souls debuts fun funny fabulous footwear, apparel and gifts for infants and children. The newest addition to House Parts ABC Series is ABCs of Flower Symbolism Plaque and Stepping Stone. BOING! Designs Stretcherz Magnetic characters, whose arms, legs and head actually "stretch" now come in your favorite sports characters – Football, Basketball, Baseball, Hockey, and Soccer, as well as a "#1 Fan" Stretcherz.

Debi Wise & Associates, suite 803

New ceramic dinnerware collection by Vera for Zrike. FIT did a retrospective of Vera in 1969 to showcase over 25 years of her original artwork, the Smithsonian honored her with a retrospective in 1972. All Vera products whether scarves, linens, dinnerware or apparel, started as original pieces of copyrighted art. Join us in revitalizing this iconic American brand!

Pearson Triplett, suite 848

Hollywood Fashion Tape, Inc. presents Hollywood Shapes: one size fits most basic foundation shape wear. Voted #1 for best in slimming and reduction of cm. From double-sided medical tape to deodorant removing sponge, The Keep Your Clothes on Collection keeps your clothes on and looking great! The Joy of Light is pleased to announce that they have recently signed with Pearson Triplett at the LA Mart. Kat Burki Inc's Beauty Bars are organic soap made with all-natural and organic ingredients and come in Tuberose, Lavender Lightly, Freesia & Pink Grapefruit, Eau de Poire et Santal, and White Tea.

Kregger, suite 855

Kregger is debuting Wabisabi Green EcoArt Pillows designed by Jolee Pink and inspired by her expressive sculpted ceramics. Also featured is the debut of the 2010 collection of Meissenburg Designs and Sandy Chlewich's original and innovative vinyl products for the home.

Russ Berrie U.S. Gift Inc, suite 900

Russ Berrie U.S. Gift, Inc will celebrate of their newest license, Coca-Cola®.

Vest & Associates, suite 904

Elegant Home Elements' Très Orné Lumière Collection Premium Matchsticks are the perfect combination for your home and candle collection. Our 4" matchsticks are custom colored and they add that special touch as you light your favorite candle or fireplace. The beautiful collector keepsake box that contains the matchsticks is nothing less than a small treasure box in 60 unique designs. The colorful artwork is original and this box is made with CRYSTALLIZED™ - Swarovski Elements.

Kurt S. Adler Inc, suite 941/943

New Ornaments! D0506- Resin White Ornament with Plaque in 3 colors; C6629- Resin Coffee Ornament in 3 colors; C4121- Happy Hour Martini Glass in 4 colors; C6026- 15" Hollywood Pencil Nutcracker.

Fremarc Designs, suite 1200

Fremarc Designs presents the Veranda Draw Top Dining Table and the Equis Arm and Side Chairs. This collection's transitional style is defined by the streamlined, yet classical sabre leg. Available in a variety of 30 standard, premium or custom finishes.

LOS ANGELES CONVENTION CENTER

SOUTH HALL

Cheppu Himal, space 1000

The animal coin purses by Cheppu Himal are eco-friendly, green products using recycled fibers.

Bridge for Africa, space 1010

New Telephone Wire Spiral Bracelet: a spiral of wrapped telephone wire in vibrant colors makes a great spring statement.

Kitras Art Glass, space 1300

Kitras Art Glass Hanging Vase is a hand-blown hanging planter vase that will bring life to your garden at any time of the year. They are small enough to hang and colourful enough to be seen. They come in six magnificent colours of blue, amber, green, pink, purple, and orange. A perfect way to add some colours to your garden!

Ribbit-Ribbit, space 1329

Amy Dillard's newest frame line, beribboned and bejeweled, is so special it requires a new division--Casa BonBon. Like the Ribbit-Ribbit line, these scalloped 9"x9" frames are still handmade in Texas.

Annie's Arts and Follies, space 1345

Handcrafted funky and one of a kind sterling silver jewelry incorporating genuine gemstones and pearls. Made in Alaska certified, handcrafted to order, custom specifications welcome.

Homeworks Etc., space 1356

The new Homeworks Etc. line Hockey Collection includes hockey stick with hooks, 'It's All About Hockey' sign and "He Shoots, He Scores" 4 x 6 photo frame.

Rebe, space 1359

Rebe's Billie blanket is the perfect eco chic gift. It is made from my cutting room scraps that came from my recycled fiber coats. The size is roughly 60" x 60" and all pieces are unique.

Journals Unlimited Inc, space 1400

New Journals: "Food & Fitness Journal", "Gratitude & Acts of Kindness", "Me & My Big Ideas - A Goal Journal", and "My Health - A Medical Journal".

LeightWorks, space 1421

Wire Wrapped by LeightWorks are hand cut crystals, layered with Iridized Metals in original designs.

Cici Art Factory, space 1454

Cici Art Factory presents Liz Clay's *Wit & Whimsy* collection of canvas prints which sparks children's' imaginations and activates rooms. Each 16" x 16" canvas is perfect for nurseries, playrooms and even bathrooms.

Long Beach Craft Mafia, space 1456

Long Beach Craft Mafia presents Hearts and Laserbeams Apparel, brand new hand-screen printed apparel for humans and dogs alike. Leatherette Heart's Prince Charming dress features a fully boned strapless top and a bubble skirt hand silk-screened with a distressed stripe with skull and crossbones. The Hangman's Halter from has hand braided straps and military braiding across the chest and cute but edgy skull and crossbones buttons. The top is complimented by a pair of faux suede pantaloons shorts. Lots of BRAND NEW designs for California Gift Show!

Anne Koplik Designs, space 1511

Anne Koplik is launching the Spring 2010 collection along with the newest vintage inspired design— fun, flirty and versatile rings. The bands are adjustable to fit any ring size. All metal are lead and nickel free and Made in the USA. Anne Koplik Designs is a high fashion, trend setting jewelry company offering beautiful vintage-inspired jewelry for over 28 years.

Blackat, space 1708

Fiedle Industrial Organic Canvas Turtle-Print Bags & Embroidery Turtle Bags are all custom-designed from the creator's own drawings.

Lip Ink® International, space 1810

The World's Only Guaranteed Smear proof, Semi-Permanent Color Cosmetics. We have been in the business of Empowering Women through an eco-friendly, sustainable, guaranteed semi-permanent color cosmetics for 15 years.

Onigo Imports, space 1820

Onigo Imports is debuting new Environmentally Conscious French Shopping Bags and colorful Wide Brim Sun Hats.

Earth Nymph Designs, space 1929

The Koorinal product mantra is "Sun Protection with Style." Designed in Australia, Koorinal Hats & Accessories offers fashionable, functional and affordable headwear for Men, Women & Children. Koorinal Hats & Accessories offers regular stock service with our dedicated team of corporate sales representatives as well as an easy to use streamlined ordering system through our wholesale only website.

Gift Bliss Enterprises LLC, space 2117

Our Instant Snow To Go! is a holiday and souvenir success, consistently creating profits for resellers. We have added the decorative Snow To Go! Snowball as a family craft that brings more winter fun indoors. Added to our very popular Essania Gemstone 2 Pendant are new high fashion Bracelets and Key Chain Accessories in 12 varieties of Gemstones in each category with Affirmation and Astrological Themes. Essania Jewelry has a high price tag look and quality at economy prices

Mei Wah Company, space 2229

New licensed M&M's character jewelry: licensed M&M's earrings, necklaces, and charms exclusively thru Mei Wah Company for the US and Canada.

GetAGadget Inc, space 2328

Getagadget Inc has the hottest new item, the Party Popper, a zip-Up Beer Coolie with Built-In Bottle Opener.

Enjoy Lighting, space 2440

We have 6 brand new colors of our very popular Distressed Texture Flameless Candles for Spring 2010. We will be introducing them for the first time on the West Coast at the Rosalie and Friends showroom during the LA Gift Show. Enjoy the realistic flickering of our products without the hassle or worry of flames!

Garden Age Supply, space 2541

Our Rock Cairn Water Fountain is the best choice for your home or office. This fountain has a natural magnificent charm carrying the sound of water flowing from stone to stone. Water cascades down the stone decorated by natural hand picked beach pebbles to create a tranquil artistic piece of prosperity.

Child to Cherish, space 2617

Little Bakers Suitcase is the next generation of the popular keepsake suitcase offerings. This beautifully designed collection is offered in a Grandma (with mouse and bear designs and Child to Cherish signature "Ready or Not Grandma...Here I Come!) or Little Baker series. The new design features whimsical animal designs. Inside the suitcase is everything any little baker needs- apron, wooden rolling pin and spoon, cookie cutters and 5 scrumptious cookie recipes. This new collection is certain to delight children 2-8 yrs and makes a wonderful keepsake box or even lunch box for the kindergarten year.

KENTIA HALL

Blee Inara LLC, space 204

Our horoscope necklaces have been selling extremely well. Each sign comes in 3 different colors and four different designs; chain with Swarovski charm, chain with beads, cord, and string.

Korite International, space 536

Korite Ammolite by Korite International is the world's rarest coloured gemstone set in both sterling silver and 14/18 karat gold. Complete selection of pendants, earrings and rings all hand made.

Rosamariposa, space 642

New Bollywood Bejeweled bangles, well crafted fashion forward from India.

One World Projects, space 1004

New recycled wire bowls by Noah's Ark. These 11" diameter bowls are individually created in India, in a village near Moradabad and feature the themes Love, Peace, Meow, and Woof. Noah's Ark International, a non-governmental organization (NGO) founded in 1986, provides help to about 100 artisan groups, involving more than 600 people.

Pampeana, space 1011

The Fair Trade Mythos Fused Glass Art line features Recycle Fused Glass art made using water based paint. Our designs are inspired by the four elements. This line provides work to single women with low education. In addition, we pay for some of these women to go to school and training to learn useful skills. The Fair Trade Propueblo-Tagua or Ivory Nut is a Palm Tree Nut that looks and feels like real ivory. This product is replacing the need to kill elephants and whales to do carvings. The tagua nut is a great medium for carving.

Zen Zen Home and Garden, space 1018-1022

Zen Zen Deluxe's Botanic organic: A super eco line of home linens and accessories made in our fair trade workshop in Bali using ancient Shibori tie dye techniques on certified organic cotton and all vegetable dyes from Indigenous plants. Essentially green since 1992, Zen Zen offers a fabulous array of chic, natural and fair trade products for home and garden.

Dunitz & Company, space 1030

These new hand beaded designs from Dunitz & Company will debut in January 2010 and re-purpose and re-use old embroidered and hand woven fabrics from Guatemala. Dunitz & Company is a member of the Fair Trade Federation and Green America. The designs include fun "retro" earrings, bangles, bracelets, and necklaces using re-purposed traditional fabrics, leather, Czech glass seed beads, and are available in multiple colors. Skus: Cboton3, ARW paisley, PB3H-Huipil Open Cuff Bangle, PB2H- Huipil Bangle Bracelet, C3H- Huipil Pendant Necklace, LCcab2-Diamond Shape Cabochon Pendant on twisted leather cord, and Cmos3- Fancy Mosaic Necklace.

Wild Thing, Wild Women, space 1130

Wild Women on Wine creates whimsical apparel, hats and accessories related to wild women on wine and the people who love them. Celebrating friendships & fun with gatherings around wine.

Statue House P. Ltd, space 1259

Buddhist Handicraft and Singing bowls introduces Tibetan Buddhist Thangka, statue, singing bowl and tibetan antique furniture.

The California Gift Show is the industry event you cannot afford to miss for incredible, trend-setting offerings your customers will be demanding next. For more information, visit www.californiagiftshow.com

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 NIGHT!**
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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