

**FOR IMMEDIATE RELEASE**

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**THE CALIFORNIA GIFT SHOW® OFFERS EXPANDED RESORT COLLECTIONS AT THE  
JANUARY MARKET, JANUARY 12-18, 2010**

**LOS ANGELES, CA (December 8, 2009)** – Home to the California Gift Show®, Los Angeles is both a major tourism location and the hot spot to shop Resort collection. From the mountains and beaches, to the vineyards and theme parks, Southern California is a top Resort destination with its impeccable year-round weather. As the best resource on the West Coast for Resort collection, the California Gift Show is excited to bring a fresh look to the January Market with an expanded collection.

“Our Resort collection is a great addition to all of the unique resources and products already available at the California Gift Show.” said Mark Furlet, vice president and general manager L.A. Mart & California Gift Show. “We are so excited to offer west coast buyers the opportunity to shop distinctive, fresh Resort offerings in a top tourism locale.”

The January Market is the best place to stock up on Resort product, as it features the best in Resort, Souvenir, and Licensing offerings. This is the destination for novelty gifts, themed goods, beach and resort wear, seaside themed décor and personalized keepsakes. The California Gift Show also boasts licensed sports and collegiate memorabilia from the NFL and more. Find fresh, unique Resort selections from Danny K., Barry-Owen, The Village, Mei Wah, GoGo Sports, Hawaii Pacific and Russ Co.

The California Gift Show is the number one shopping destination for casinos and cruise lines as California is home to many ports and the best wholesale resort shopping. Southern California is known for its variety of theme parks and the Market brings a large audience shopping for amusement park gifts and merchandise. Stocking up for the summer season, general gift stores, event and hospitality planners, hospital gift stores, corporate buyers, resort/hotel gift stores, museums, and souvenir stores will also frequent this division of the California Gift Show.

For more information, visit [www.californiagiftshow.com](http://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 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](http://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