

**FOR IMMEDIATE RELEASE**

**NATIONAL BRIDAL MARKET™ CHICAGO MARCH 2009 OFFERS BUYERS TOP INDUSTRY PRESENTATIONS, DYNAMIC FASHION SHOW AND LATEST COLLECTION OF ELEGANT GOWNS AND ACCESSORIES**

**CHICAGO** (December 16, 2008)— The National Bridal Market™ Chicago, the nation's largest and longest-running bridal market, brings the best of Bridal to The Merchandise Mart, March 29-31, 2009. This Market will give buyers all the tools they need to keep their stores healthy in these tough economic times – including an array of resources, helpful educational seminars and world-class complimentary amenities.

“With the tough economic climate out there, it is more important than ever for retailers to be educated in how to turn a profit, “ said Susan McCullough, senior vice president of apparel, Merchandise Mart Properties, Inc. (MMPI). “Our Retail Academy is designed to give retailers the competitive edge. While weddings and proms will always happen regardless of the economy’s ups and downs, it’s always important to discover new ways to capture and maintain your market share.”

**EVENTS AT THE MARCH 2009 NATIONAL BRIDAL MARKET CHICAGO**

**Pre-Market Event**

**Saturday, March 28, 2009**

**The Retail Academy...Bridal- Profit Now!**

9 a.m. Breakfast and Presentation  
Merchandise Mart Conference Center  
2<sup>nd</sup> Floor Pedway

Building on the success of last October’s pre-Market Retail Academy with Arnie Capitanelli, Bob Barry, vice president of John Barry & Associates will be this Market’s not-to-be-missed presenter. Barry will lead an all-day seminar that is not to be missed. Join Barry as he shares the key to running a bridal business and making a profit in these trying times. Barry has presented internationally to thousands of attendees and will add a wealth of knowledge and value to your business strategy.

If you want to succeed in today’s competitive marketplace, this is a must attend event.

The cost of this seminar is \$60 per person, which includes breakfast and lunch.

To secure your reservation, please contact Stephanie Ambuehl at 312.527.7758 or via email ([sambuehl@mmart.com](mailto:sambuehl@mmart.com)) by Friday, March 13, 2009.

*Please note: Space is limited and available on a first come first serve basis.*

**Sunday, March 29, 2009**

**Maximize Your Shopping Experience**

9:15 am  
8<sup>th</sup> Floor Market Suites  
Conference Room A

A 15 minute “how to” seminar, highlighting the best way to navigate the 8<sup>th</sup>-floor trade show floor. Discover the top trends for the season and where to find all the newest bridal resources.

**Sunday, March 29, 2009**

**“The Magic of Bridal” Market Party & Fashion Show**

6 p.m. Market Party  
6:30 p.m. Bridal Fashion Show  
8<sup>th</sup>-floor Special Events Atrium

Join us for a networking cocktail party in our 8<sup>th</sup>-floor Special Events Atrium. Then proceed directly to the Bridal fashion show where you will view the latest trends in all categories fresh off the show floor.

**Monday, March 30, 2009**

**Mix & Mingle**

5 pm Cocktail Hour  
8<sup>th</sup> Floor Market Suites

Join us for cocktails on the show floor.

**SHOW HOURS:**

Sunday, March 29 – Monday, March 30: 9 a.m. – 6 p.m.  
Tuesday, March 31: 9 a.m. – 1 p.m.

*All events are complimentary and do not require tickets **with the exception of The Retail Academy.***

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

National Bridal Market Chicago is a trademark of Merchandise Mart Properties, Inc. (MMPI).

Merchandise Mart Properties, Inc. (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.

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