

FOR IMMEDIATE RELEASE

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**THE CALIFORNIA GIFT SHOW® INTRODUCES BECKMAN'S WEST
THE EXCITING RETURN OF THE BECKMAN'S HANDCRAFTED SHOW® TO THE L.A. 2010
JANUARY MARKET**

Los Angeles, CA (September 10, 2009) – Beckman's Handcrafted Gift Show®, the renowned brand of shows for handcrafted and artisan products for retailers with more than a 30-year legacy, makes an exciting return to L.A. as Beckman's West. Beckman's West will debut at the January California Gift Show, January 12 – 18, 2010, with an extensive collection of artisans and handcrafters who will offer an exclusive array of distinctive, cutting-edge works.

Beckman's West will feature a high-quality exhibitor base built through an application process to guarantee a unique and valuable attendee experience in the show's appearance, programming and product resources. This "show within a show," will feature unique and diverse artisan's exclusive to the United States and Canada and will be showcased at the Los Angeles Convention Center during the California Gift Show.

"Beckman's West is a great compliment 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 contemporary and traditional handcrafted products locally."

Applying the strength of the Beckman's brand to the growing consumer demand for distinctive, handcrafted and artisan products represents a significant growth opportunity for the LA Market. The uniqueness and quality of this offering enhances the attendees' buying experience and provides a stronger Market experience with a dense array of product resources.

"We are thrilled to bring this successful franchise back to Los Angeles and to its city of origin." said Joan Ulrich, senior vice president, MMPI.

Beckman's Handcrafted Gift Show is the oldest continuous running handcrafted show in the country. Originating in Los Angeles in 1975, the Beckman's brand has established national recognition and prominence for over 30 years. In 2000, MMPI purchased the show where it enjoys continued success as part of The Chicago Market: Living and Giving®.

For more information visit www.californiagiftshow.com or www.beckmans.com

HOW TO APPLY:

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

Beckman's Handcrafted Gift Show is a registered trademark of MMPI.

L.A. Mart® is a registered trademark of MMPI. **The California 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. Combined, the California Gift Show and L.A. Mart Temporaries features over 600 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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