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**7 W FALL TABLETOP MARKET WEEK 2011
Bright Outlooks on Product Trends**

(New York, NY – November 2011) Despite a touch of inclement weather, 7 W New York was a prime destination and a great resource for trends and inspiration during last week's tabletop market, offering up new product launches and designer appearances. The variety of pieces in the showrooms, the carefully styled, fashion-forward lobby tablescape, and the signature 7 W amenities were in sync with the overall feeling of optimism in the air. Showrooms had an increase in appointments and walk-in attendees, including designers and representatives from Macy's, Bergdorf Goodman and TJX. Many reported that they were pleased with the fresh product assortment and benefits of the multi-category building.

Chris Collins, VP & President, 7 W New York, commented, "We were very pleased with the quantity and more importantly, the quality of the attendance for our fall market. Our tenants were equally as pleased with the buyer optimism and the quality and outcome of the meetings throughout the week. The success of this market should play very well for a very positive start to 2012 which I believe will help fuel a strong year for our businesses."

New accent cubes showcased the entrance with a stunning martini set and new collection of tableware from designer Marc Blackwell, available in Gallery On Six (suite 604) while Celadon & Celery Events helped transform the lobby display into a visually striking tabletop installation with freshly picked flowers, such as orchids, avant garden roses, and dusty millers. Products from Two's Company, SARO, Marc Blackwell – Gallery On Six, Vance Kitira International, MegaVision, Steelite, DK Living and Barreveld rounded out the presentation.

The market received great reviews from buyers, designers, manufacturers and retailers, making it a resounding success:

Dominique Tage, a French freelance designer, said of the building, "For many years, I have been going to 7 W to visit my customers. It is a great place to meet new companies, keep in contact with people in the industry, and see new products. The amenities are wonderful and the people are friendly and helpful. The trends in the lobby display are always very interesting."

Judy Friedman, of Continental Tablesettings, echoed the sentiment, saying, "It's definitely worth it to come here. 7 W has some solid companies that I always make sure to visit."

Eunice Conine of Garden Cottage, added, "I've been coming to the building since they

opened and I like to shop here. It's a convenient location to meet with people and I know I can always find something unique."

7 W showrooms also had a productive market and were happy about the turn-out:

Joe Maur, of the M & Z Marketing Group/Messina & Zucker, maintained, "It's been a good market and we've been very satisfied. Most of our inventory has been sold and we've even had to reorder. I have no complaints and am pleasantly surprised as this is the first time we have ventured into the dinnerware sector with our Gela Global cutlery. What I enjoy most about 7 W is the diversity. We get attention during more than one market. We take advantage of that and the fact that we can be open every day."

Jovi Home's Asmita D. Paliwal, commented, "Even though we primarily specialize in home fashions, we still have gotten a good amount of traffic. There has been a lot of interest from our new kitchen line, and we benefit from 7 W's multi-category year-round markets."

"We have had a good reception with our new designs. Buyers seem to have a positive outlook with regards to their businesses and have felt that we have been on trend," observed Nicholas M. Marjeh with Euro Ceramica.

Steven Block, of Godinger Silver Art Co. LTD., noted, "The show has overall been very good for us. We've had a lot of appointments and all the major players have come."

With another tabletop market under its belt, the destination marketplace looks to be finishing out 2011 on a high note.

For complete and continually updated information about 7 W New York, keep visiting www.7wnewyork.com. You can also find 7 W on Facebook and follow them on Twitter.

7 W NEW YORK® is a wholesale mart building, catering to the buyers of Home Décor, Table Top, Giftware, Textiles, Decorative Accessories, Fine Arts and related industries. Located at 7 W 34th Street, its daily hours of operation are Monday through Friday, from 9 am to 5 pm with extended hours during special market weeks. 7 W New York is a trademark of Merchandise Mart Properties, Inc. (MMPI).

MMPI is the world's leading owner and operator of showroom buildings and trade show facilities, bringing buyers and sellers together in more than 300 market events, trade and consumer shows and conferences each year.

MMPI manages The Merchandise Mart and 350 West 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.

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