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**GO GREEN EXPO AND ARCHITECTURAL DIGEST HOME DESIGN SHOW  
PARTNER FOR 2010 EVENT**

**NEW YORK, NY – (February 24, 2010)** – The third annual Go Green Expo, one of the nation's leading eco-focused, interactive green-living showcase, and the renowned Architectural Digest Home Design Show will run concurrently this year on March 19-21, 2010 at Pier 92 and 94 at 55<sup>th</sup> Street on the Hudson River. Together, the two shows will offer visitors a wide variety of exhibits, programming, guest speakers and experiences in one central location.

“As New York’s most prominent sustainability showcase, it is only natural to partner with The City’s leading home design show that people look forward to attending every year,” said Bradford Rand, CEO and President of Go Green Expo. “This partnership truly enhances the experience for everyone involved from visitors to exhibitors.”

Go Green Expo, offers visitors an in-depth look at the growing green revolution from the brand new to time-tested favorites in eco-friendly products & services to renewable energy sources for businesses and consumers and engaging ways to learn about being and going green.

Go Green Expo touches on every aspect of eco-living and sustainable business with nearly 200 exhibits crossing all themes from energy, transportation, food, health & beauty, home & building, business & electronics and fashion as well as being a family friendly event that includes a kid-zone for children to enjoy.

“This is a strong partnership for the Architectural Digest Home Design Show,” said Jennifer Woolford, senior vice president of consumer shows, MMPI (show producer). “The Go Green Expo is a great compliment to our show. Having our shows run concurrently offers attendees a great mix of exhibitors, products, educational programming, which creates an added value for both exhibitors and attendees.”

The 9th annual Architectural Digest Home Design Show, March 18-21, 2010, features the best in home products from nearly 300 established and up-and-coming brands. The Show covers a broad range of categories including home furnishings, accessories, art & antiques, kitchen and bath products, flooring, fabric, lighting, outdoor products and more. Also offered: complimentary designer consultations, special exhibits and

seminars led by industry experts. The Show is produced by MMPI and co-sponsored by *The New York Times*.

Visit [www.archdigesthomeshow.com](http://www.archdigesthomeshow.com) or [www.GoGreenExpo.com](http://www.GoGreenExpo.com) for more information and to purchase tickets. Ticket purchases include admission to the Architectural Home Digest Show and Go Green Expo.

#### **About Go Green Expo**

Launched by Bradford Rand and his team at Expo International, Go Green Expo was conceived as a result the movie "An Inconvenient Truth in 2007" had on Rand. As a producer of over 800 shows and job fairs since 1993, Rand felt creating a business and consumer event that showcased eco-friendly products and innovations was a logical and timely next step in show offerings. Each event features hundreds of green and eco-inspired companies, products and services in all categories contributing to the "All American Green" show philosophy that educates on the benefits of eco-living and simple ways to reduce the carbon footprint. Go Green Expo also practices a zero carbon footprint and reduced waste approach to event production throughout all its shows.

The inaugural Go Green Expo took place in New York City in April, 2008 with 250+ exhibits, 50+ speakers, an eco-film festival and roughly 10,000 attendees. Shows take place each year in Los Angeles, New York, Philadelphia and Atlanta. Expo international is the producer of Eco-Luxe, a media event for sustainable luxury brands as well as Eco Forum, a networking reception for sustainability executives.

#### **About MMPI**

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 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 in Washington D.C.

**The Architectural Digest Home Design Show** is an annual four-day event, sponsored by *Architectural Digest* and *The New York Times* and produced by Merchandise Mart Properties, Inc. It features hundreds of manufacturers, retailers and designers showcasing products and services for the discerning residential design market. Year after year, the Show also offers inspirational design exhibits, culinary demonstrations, special events and an exciting line-up of seminars.

**Architectural Digest** is the world's definitive design magazine, traveling the globe to report on the best in design and architecture to an audience of 5 million readers. The magazine regularly features the work of world-class authors and photographers that present a "first look" at the homes of leaders in the fields of entertainment, fashion, business and the arts.

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