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**Rock Legend Rod Stewart to Headline  
Grand Opening of World Market Center's Building C**  
*The Home Furnishings Industry will find a 'Reason to Believe' when Grammy  
Winner Highlights the Biggest Night of the Year on July 28*

(LAS VEGAS MARKET)—July, 2008— Rock legend Rod Stewart will headline the industry's biggest night of the year at World Market Center Las Vegas on Monday, July 28, which officially kicks off the 2008 Summer Las Vegas Market.

The Rock and Roll Hall of Famer, songwriter and multi-platinum solo artist is set to deliver unprecedented star power as exhibitors and buyers from around the globe celebrate the highly anticipated Grand Opening of Building C on the campus of World Market Center Las Vegas. "Tonight's the night," indeed.

The Grand Opening festivities will start with a Las Vegas style ribbon-cutting ceremony with project officials and special guests at the end of Market's opening day in the newly completed magnificent Grand Plaza. Then, Stewart will take center stage sharing his world renowned songs with thousands of guests in this free concert, exclusively for Las Vegas Market attendees. Food, spirits and a barrage of surprises will be on hand throughout the evening.

"The industry has been highly anticipating the opening of Building C as a watershed event, and Rod Stewart is the kind of world-class entertainment that is consistent with the quality level of World Market Center and Las Vegas," said Robert Maricich, President and Chief Executive Officer of World Market Center Las Vegas. "Our campus is now fully integrated with five million square feet of permanent showrooms, exhibition space, designer brands, buyer amenities, a new parking complex and a spectacular Grand Plaza. In addition to celebrating our Grand Opening, we are raising the bar for the market experience of buyers and exhibitors and will deliver a truly unprecedented event."

Recognized as one of the top 10 biggest-selling artists in recording history, Stewart has been renowned for his stellar vocal talent, including a 2005 Grammy for Best Traditional Pop Vocal Album and his induction into the Rock & Roll Hall of Fame in 1994. He also played to the largest concert crowd ever with 3.5 million fans in attendance. This historic concert took place at the Copacabana Beach in Rio De Janeiro for 1994's New Year's Eve celebration.

The blockbuster rocker is the perfect fit for such a blockbuster location. The world's fastest growing home furnishings campus will now encompass more than five million square feet of

showrooms, in addition to an integrated parking structure. Building C, designed by world-renowned architect Jon Jerde, stands at 16 stories with more than 130,000 square feet on each floor. More than 500 exhibiting companies will be housed in Building C alone. In total, nearly 1,500 companies and lines will show at Summer 2008 Las Vegas Market. The opening of Building C represents the completion of \$1.1 billion in investment to date in World Market Center Las Vegas.

**About World Market Center Las Vegas**

World Market Center Las Vegas is an integrated home and hospitality contract furnishings showroom and trade complex in Las Vegas. With the opening of Building C, World Market Center now stands at more than five million square feet of space, exceeding the size of any trade merchandise mart in the United States. When fully built, at 12 million square feet in 8 buildings, World Market Center will be the largest trade show complex in the world. The \$3 billion, state-of-the-art campus will showcase furniture, decorative accessories, gift, lighting, area rugs, home textile and related segments, as well as the Las Vegas Design Center (LVDC), open year-round.

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**IMAGE NOTE:**



Members of the media can download a high-res, approved image of Rod Stewart here: [www.lasvegasmarket.com/photogallery](http://www.lasvegasmarket.com/photogallery).

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