

Introducing Trump Hotel Collection: The Next Generation of Luxury Hospitality

NEW YORK - October 10, 2007 - Ten years after Donald J. Trump unveiled his vision for a luxury condominium hotel at Manhattan's Columbus Circle, the internationally renowned developer and his three grown children - Donald Jr., Ivanka and Eric - are taking the concept worldwide. Trump Hotel Collection represents the next generation of luxury hospitality - one that promises to raise the bar on the top-end travel experience with a style of customized service that is unmatched.

The brand's forerunner, Trump International Hotel & Tower New York, will soon be joined by distinctive new sister properties: Trump International Hotel & Tower Chicago (December 2007) and Trump International Hotel & Tower Las Vegas (early 2008). Several additional hotel projects are under development in locations ranging from downtown Manhattan, where the Trump SoHo Hotel Condominium New York is slated for a Spring 2009 opening, to Dubai.

"The creation of the Trump Hotel Collection is a natural extension of our brand in the luxury sector of the hotel industry," announced Donald J. Trump, chairman and president of The Trump Organization. "Each hotel will be distinguished by outstanding architecture created by some of the finest architects in the world and complemented by the highest level of personalized service. These are great hotels in established and emerging destinations, and we are very proud to launch them around the world."

"The preeminence of the Trump name in the real estate market makes us uniquely qualified to succeed in the luxury hotel arena and bring it to a global market," added Jim Petrus, chief operating officer of Trump International Hotels Management LLC. "As a new brand, Trump Hotel Collection offers a unique opportunity for the Trump family to make its mark on the international luxury hospitality market. It is an entrepreneurial venture that is a true project of passion for two generations of Trumps."

Each hotel in the Trump Hotel Collection will be new construction, with distinctive architecture that will add a bold statement and a sense of intrigue to the local landscape. And each will be further distinguished by world-class dining experiences, the personalized services of a Trump Attaché, and the unprecedented pampering of The Spa at Trump. Several current developments have a residential and/or condominium component, combining luxury residences with spacious hotel accommodations.

Trump Attaché

Introduced at Trump International Hotel & Tower New York a decade ago, Trump Attaché is expanding into a brand-wide program that dedicates an entire department to delivering uncompromising, individualized service to every hotel guest upon request. Complementing the concierge and going beyond butler service, the Attaché meticulously records individual preferences and maintains a detailed guest history to ensure that no stay feels like the first and no request needs repeating. This includes everything from arranging for an in-room chef or personal trainer to stocking kitchens with favorite groceries, printing personalized business cards and

stationery, shopping for gifts, arranging special in-suite appointments for children, and meeting transportation needs from limousines to private jets.

The Spa at Trump

The Spa at Trump will make its brand debut at Trump International Hotel & Tower Chicago. Each spa will be distinguished by world-class facilities and an unprecedented level of luxury and personalization. Signatures of The Spa at Trump will include a choice of Trump-inspired Personal Intentions with corresponding signature treatments, an exclusive line of skin-care products and services by Kate Somerville, a selection of treatments designed for each location, and a personal Spa Attaché to guide each guest through the spa journey.

Accommodations

All guest accommodations in the Trump Hotel Collection - ranging from spacious guest rooms to expansive, three-bedroom suites - will be residential in style, luxurious in appointment, and supremely comfortable, with custom-designed furnishings and the latest technology for business and entertainment. Premium bedding will include fine linens such as 500-thread-count Bellino Italian sheets, feather/down comforters and pillows, and Trump signature sleep systems by Stearns & Foster. Gourmet kitchens will be fully equipped with elegant wood cabinetry and top-of-the-line appliances by such world-class names as Subzero, Wolf and Miele, while sumptuous bathrooms will pamper with deep soaking bathtubs, separate showers, and elegant details from premium fixtures to custom vanities. Each location will offer special amenities such as fresh flowers, in-suite coffee service, local books and magazines to enhance the elegant, residential ambience and provide a sense of place.

Future Developments

Trump Hotel Collection is poised for a global expansion. Currently under development are projects in Baja, Mexico; Cap Cana, Dominican Republic; Chicago; Dubai, U.A.E.; Fort Lauderdale, Fla.; Las Vegas; New Orleans; New York's SoHo; Panama City, Panama; Toronto; Aberdeen, Scotland; and Waikiki, Hawaii. Trump Hotel Collection, a division of The Trump Organization, is headquartered at Trump Tower, 725 Fifth Avenue, New York, NY 10022.