

TRUMP

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FOR IMMEDIATE RELEASE

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**Win Your Share of \$200,000 in Cash and Prizes,
Including Cars, Vacations and Shopping Sprees.
*And That's Just One Weekend in April!***

We ♥ Our Customers!

And we're showing it with our \$200,000 Customer Appreciation Weekend. Feel the LOVE on Saturday, April 18, from noon to 10 p.m. You could be on your way to paradise as we give away a Disney vacation, a Caribbean cruise and other dream getaways. There are loads of electronics to win like a massive 65-inch Sharp Aquos LCD TV, an incredible Apple gift package (featuring a MacBook Pro, iPhone 3G and iPod), and other high-tech goodies. We're giving away a Honda motorcycle, ATV, AquaTrax personal watercraft and Ruckus Scooters. Get lucky and you could hit the road in a 2009 Pontiac G5 or 2009 Chrysler Sebring. Plus, you could win thousands of dollars in gift cards to your favorite stores, gas cards and Slot Dollars. Oh, and of course there will be plenty of cash up for grabs. Rack up your entries for a chance to win these fabulous prizes. Simply use your Trump One Card to play slots, table games and poker April 1 – 18.

Smokey Robinson, R&B Legend and King of Motown

Customer Appreciation Weekend is all about you, so take some time to relax and unwind. And the best way is to kick back and catch the legendary Smokey Robinson in concert. This Grammy-winning Motown legend is the ultimate romantic soul singer. He delivers an unforgettable performance every time he takes the stage. Don't miss this Rock and Roll Hall of Fame winner live on Friday, April 17 at 9 p.m. or Saturday, April 18 at 8 p.m. in the Mark G. Etess Arena. Tickets are priced at \$60, \$40 and \$25.

Enjoy a 25% Discount at Trump Exchange

Customer Appreciation Weekend wouldn't be complete without a great deal. That's why we're giving you a deep discount on everything at Trump Exchange and in our Trump Rewards Catalog. It's one day only—Sunday, April 19—so take advantage of this 25% discount by using your Comp

Dollars to get the best electronics, house wares, designer clothing and luggage, and more. Your Comp Dollars make shopping easier than ever. Enjoy shopping Trump Exchange or pick up a Trump One Rewards Catalog. The Catalog offers everything that's in the store, plus unique offerings like unforgettable travel experiences. Pick up a catalog at Trump Exchange or Trump One Services. But no matter which way you shop, be sure to do it on April 19 to get the most for your Comp Dollars!

Double the Love

We continue Customer Appreciation weekend by giving you 2X Comp Dollars on Sunday, April 19. Simply play your favorite slots and tables using your Trump One Card and you'll rack up double the Comp Dollars—up to \$15,000 worth!

In the Mood for \$500 Bonus Slot Dollars?

If so, then we've got the day for you! Don't miss playing at Trump Taj Mahal Thursday, April 2. We're giving away a whopping \$500 in Bonus Slot Dollars—every 30 minutes, from noon to 8 p.m. All Trump One Cardholders receive a free entry, so activate yours on April 2 by playing your favorite slots or tables or by visiting Trump One Services. Then listen up! We'll call out a winner every 30 minutes. If you hear your name, then you're \$500 richer in Slot Dollars.

Poker Anyone?

The legendary Poker Room at Trump Taj Mahal continues to be one of Atlantic City's hottest spots for Texas Hold 'em, 7 Card Stud and Omaha. Players can enjoy table-side food service, free poker instructions for beginners and an exclusive high-limit section. The Taj Poker Room has been the *Home of the United States Poker Championships for eleven years!*

And, no matter what day you visit Trump Taj Mahal, you're sure to find tournament poker action, seven days a week. For complete details, including times and buy-in information, simply call the Trump Taj Mahal Tournament Desk at 609-449-6910 or 609-449-5880. Plus, registration is easy. Visit ptseats.com and register online!

Get The Led Out (Tribute to Led Zeppelin) dubbed by the press as the "*American Led Zeppelin*" will be performing in the **Xanadu at Trump Taj Mahal on Saturday, April 25, 2009**. Show time is 8:00 pm and doors will open one hour prior.

Get The Led Out is a group of professional musicians who are passionate about their love of the music of Led Zeppelin. This is not an impersonator act but rather a group of musicians who were fans first, striving to do justice to one of the greatest bands in rock history. Tickets are \$25.00.

Your Email Could Mean \$10 Bonus Slot Dollars or \$20 in Match Play

If you became a Trump One Cardholder prior to March 1, 2009 and have yet to give us your email address, then now is the time! We celebrate Earth Day in April and we want to make "going green" worth your while by giving you \$10 in Bonus Slot Dollars or \$20 in Match Play for table players when you give us your valid email address.

And that's just one of the great reasons to *connect* with us electronically. You'll start receiving you exclusive email-only offers and promotions. By helping to conserve paper, we can help the planet. Just stop by Trump One Services to get started—then keep an eye out for an email worth \$10 Bonus Slot Dollars to use any day in April!

Win From the Comfort of Your Home!

Now you can play free games online with BonusPlay. Every day, you'll have the chance to win fun prizes, additional sweepstakes entries and Comp Dollars. Simply visit trumpcasinos.com and click on free online games. Then log in with your Trump One Card and email address to start playing. Sweepstakes awards are announced online daily—there are monthly, weekly and daily winners, so be sure to check in every day! Remember, the more you play, the better your chances of winning.

Anyone can enter, and anyone can win in any of the promotional events (as long as they're over 21)! All that's needed is a Trump One Card, which is available for free at Trump One Services. For more information, visit www.trumptaj.com.

Tickets for the above entertainment can be purchased by calling Ticketmaster at 1-800-736-1420 or online at www.ticketmaster.com. For more information, call the Trump Taj Mahal box office at 609-449-5150. Show schedules are subject to change.

Follow us on Twitter: Visit <http://twitter.com/trumpcasinos>.

About Trump Taj Mahal

As one of the most iconic casino hotels in the world, Trump Taj Mahal is recognized as one of America's most opulent and exciting gaming destinations. With the addition of the spectacular Chairman Tower, the brand new, \$255 million hotel tower, features 782 guest rooms and boasts a newly-renovated casino floor and 1,250 newly appointed hotel room and suites in the Taj Tower. Trump Taj Mahal has recently undergone a total transformation through more than \$100 million in renovations. In addition to the newly refurbished 150,000 square foot casino, the Taj Mahal has new dining, entertainment and shopping choices.

The Penthouse Suites at Trump Taj Mahal debuted in summer 2007, which are among the most luxurious hotel suites in any American hotel. Additionally, a High Limit Gaming Salon has opened with opulent décor and furnishings for our high-level customers. Rated #1 by Zagat's, Il Mulino New York and Trattoria Il Mulino are now open, offering an exquisite gourmet Italian dining experience to Atlantic City visitors.

Certain statements that may be contained in this press release may be “forward-looking statements” that involve risks and uncertainties. Information regarding risk factors that could cause results to differ from those contained in the forward looking statements is available in the Company’s most recent Form 10-K and/or Form 10-Q.

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