

TRUMP TAJ MAHAL

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CONTACT:

Mary Moyer
Public Relations Manager
609-449-6437

Grammy-Award Winning Artist 'Daddy Yankee' Brings Unique Reggaeton Style to Trump Taj Mahal on Friday, March 13

Latin Era presents **Daddy Yankee** in the **Mark G. Etess Arena** in **Trump Taj Mahal** on **Friday, March 13, 2009**. Show time is at 9:00 pm with doors opening one hour prior.

Ramón Ayala, known artistically as **Daddy Yankee**, is a Latin Grammy-award winning Reggaeton recording artist. Ayala was born Rio Piedras, PR where he became interested in music at a young age.

As a youth, he aspired to become a Major League Baseball player, but was unable to pursue the sport due to a leg injury. He became involved in the early stages of the underground rap movement in Puerto Rico, which was later dubbed Reggaeton.

Daddy Yankee has done more than any Latino group to establish Reggaeton as a marketable music style during the early 21st century. Yankee's success was so phenomenal in the wake of his 2004 mainstream breakthrough release "Barrio Fino," with the international hit single *Gasolina*, which transcended cultural boundaries and genre trappings. He became more than just a 'reggaetonero,' having transformed himself into an international name brand by the time his 2007 follow-up album, "El Cartel: The Big Boss," was released.

Daddy Yankee's name, image, and music have been used in marketing Pepsi products, footwear for Reebok, as well as a syndicated show for ABC Radio Networks (*Daddy Yankee on Fuego*) and a feature film for Paramount Pictures (*Talento de Barrio*).

Daddy Yankee indeed had become a business empire, of which the primary asset, his music remained independent from major-label control. He keenly operated his own independent label, El Cartel Records, and chose to partner with labels such as Interscope only for purposes of marketing and distribution.

Although the business side of Daddy Yankee threatened to overshadow his music, "Barrio Fino" stands tall as the definitive reggaeton album of its time. Boasting a pair of fantastic hits, *Gasolina*

and *Lo Que Pasó, Pasó*, the album was a standard-bearer, influencing a legion of followers and establishing the production duo Luny Tunes as reggaeton's hottest hitmakers.

“Barrio Fino” was also the first reggaeton album to reach number one on the Top Latin Album chart, a position it held for roughly a year's time while selling over a million copies in the United States alone.

For more information about this artist, visit www.daddy Yankee.com

Ticket prices are \$75, \$60 & \$50. Tickets will go on sale Saturday, January 31, 2009 at noon.

Tickets can be obtained by either calling Ticketmaster at 1-800-736-1420, on line at www.ticketmaster.com or in person at the Taj Box Office. For box office hours and more information call (609) 449-5150.

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 \$255 million Chairman Tower, featuring 782 guest rooms, Trump Taj Mahal boasts a newly renovated casino floor and 1,250 newly appointed hotel room and suites in the Taj Tower. The 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 #1 Zagat-rated Italian restaurants, Il Mulino New York and Trattoria Il Mulino are now open, offering an exquisite gourmet Italian dining experiences 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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