

# TRUMP TAJ MAHAL

## FOR IMMEDIATE RELEASE

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## **\$1,000,000 Reasons to Play at Trump Taj Mahal**

### **\$1,000,000 Blackjack Challenge**

We're taking the classic game of 21 to the ultimate level with Trump Taj Mahal's \$1,000,000 Blackjack Challenge. You'll receive an entry for each designated hand, roll or spin you get playing your favorite table games now—February 19. Then join us for the big drawing on Saturday, February 20. If you're selected, you play the hand of your life. One lucky player could win \$750,000, \$150,000 or \$100,000. Don't miss your chance to hit it big in Blackjack. *Really big.*

### **In the Mood for Some *Four Play*?**

Winning is in the cards every Thursday in February at Trump Taj Mahal. Join us in the Main Concourse at 7 p.m. on Thursdays, February 4, 11, 18 and 25 to see if you've won. Four ping-pong ball blowers will randomly select four numbers from 0-9. Each Trump One cardholder whose Trump One number ends in this four-digit number in sequence will qualify for a share of the \$5,000 jackpot! Each Trump One cardholder whose Trump One number ends in the same four digits but not in sequence will split the runner-up prize of \$1,000. Best of all, if the weekly jackpot is not claimed it will be added to the next week's drawing for an even bigger prize!

### **"Everything Little Thing's Gonna Be All Right": It's The Wailers**

The Wailers return to the Xanadu Theater on Saturday, February 6. Show time is at 8 p.m. and tickets are priced at \$25. Lead by Aston "Familyman" Barrett, The Wailers have toured the globe playing their distinct brand of music, which is enjoyed around the world by countless fans. "Familyman" is the sole living musician who was with musical legend Bob Marley from the beginning of Bob's career to the time of his unfortunate death. Today, The Wailers consist of seven original members who recorded and/or toured with Bob Marley and the Wailers. Whenever The Wailers take the stage they play classic hits such as "Buffalo Soldier," "Is This Love," "One Love," "I Shot the Sheriff," "Satisfy My Soul," "Get Up Stand Up," "Jamming," "Redemption Song," "Stir it Up," "No Woman No Cry," and "Could You Be Loved." Plus, audiences will enjoy original songs and new singles by the band.

### **The Biggest Party for the Biggest Game**

On Sunday, February 7, watch the biggest game of the year in Ego Bar & Lounge. Ego is packed with over two-dozen TVs so you won't miss a second of the action. Plus, play live Blackjack or slots, enjoy our signature cocktails and other fun stuff. *Coach says to huddle up at Ego for the big game!*

### **Grab Your Share!**

The \$150,000 Money Machine Madness is back at Trump Taj Mahal this Presidents' Day Weekend. Get ready to grab your share of flying cash, February 13–15. Earn entries by playing slots, table games or poker between 2 p.m. and 10 p.m. on Saturday and Sunday, and between noon and 8 p.m. on Monday. Every hour, we'll select eight winners to enter the Money Machine. If you're one of the lucky ones selected, you'll step into the machine for 60 seconds and grab as much flying cash as you can. Whatever you catch, you keep!

### **The Jersey Shore Stars Hit the Casbah**

Join in the mayhem with two of the hottest cast members of MTV's newest hit series! Mike "The Situation" Sorrentino and Pauly D of *The Jersey Shore*, are ready to heat things up in Casbah Nightclub at Trump Taj Mahal on Saturday, February 13 at 10:30 p.m. In addition to Mike's rock-hard abs and Pauly's DJ skills, there will be ways to win big. Show us what you've got in our BEST ABS and HOT BODY Contests for a chance to win cash and prizes! Of course, with Casbah's house DJs and club dancers, it's always an exciting night at Atlantic City's most sizzling club. Admission is just \$20. Be sure to dress to impress.

### **Take it one step "Furthur"**

Live Nation presents the renowned rock band Furthur in the Mark G. Etes Arena on Saturday, February 27. Show time is at 8 p.m. and tickets are priced at \$49.50. Founded in 2009 by former Grateful Dead members Bob Weir and Phil Lesh, Furthur is performing a limited East Coast tour—and the Trump Taj Mahal is one of the lucky few venues selected. So get your seats now at 1-800-736-1420.

### **Have You Tasted the Legend?**

The moment the celebrated New York Italian restaurant, Il Mulino, opened at Trump Taj Mahal it was an instant hit. For nearly 30 years, New Yorkers have delighted in the vibrant Italian cuisine served up at this Greenwich Village landmark. In fact, Zagat's ranked it the number one Italian restaurant in New York City for two solid decades! How's that for delicious consistency? Now, visitors to Atlantic City can get the gourmet Il Mulino Italian experience in an elegant setting right here at Trump Taj Mahal. From the tuxedo-clad servers to the white-draped tables, Il Mulino is the classic New York Italian hangout. And of course, the food is superb! The freshest ingredients, classic recipes and impeccable service that cannot be beaten, combine to make Il Mulino the hottest ticket in NYC and now, A.C.

For a more casual-chic experience, indulge at Trattoria Il Mulino, where the setting is more relaxed, but the cuisine is just as great. The Trattoria serves up many of the most popular and creative dishes from Il Mulino New York, along with savory brick oven pizzas, innovative house-made pasta specialties and lighter fare.

No matter which dining experience you choose, after your memorable meal be sure to pick up something from the Marketplace so you can savor the flavors of Il Mulino even when you're not at the Taj Mahal. Showcasing the restaurant's celebrated sauces, along with the finest Tuscan extra virgin olive oils, aged Balsamic vinegars and fine Italian coffee blends, the Marketplace can turn your home into an instant gourmet experience.

### **Room Packages You'll Fall In Love With!**

*Do Not Disturb Valentine's Day Package • 2/12–2/14*

*Shhh!* On Valentine's Day, we're giving you and your sweetheart some much-deserved alone time. You'll enjoy a bottle of bubbly delivered to your room, decadent chocolate truffles, a relaxing Cupid's Continental Breakfast in Bed, and a convenient 1 p.m. late check-out. Because sometimes the most fun happens behind closed doors. For prices and reservations on this online exclusive, please visit [www.trumptaj.com](http://www.trumptaj.com).

### **Valentine's Specials at Il Mulino: Now That's Amore**

Indulge in the best Italian this side of the Atlantic at Il Mulino New York and Trattoria Il Mulino. Take out the one you love this Valentine's Day and enjoy these special deals: Il Mulino New York is serving up a gourmet four-course dinner menu featuring mouth-watering dishes such as sautéed Langostinos, center-cut veal chop with sage and garlic and a filet grilled to perfection topped with porcini mushrooms. Plus, you'll enjoy a bottle of Moët Nectar Rose Champagne. All for just \$250 per couple (*plus tax and gratuity*).

Over at Trattoria Il Mulino you'll dive into a three-course menu showcasing our prime aged rib eye, Il Mulino's signature meatballs and a seared red snapper in a lemon and white wine sauce. Pair it with a half-bottle of Gosset Grand Rose Champagne for just \$150 per couple (*plus tax and gratuity*).

### **Catch The Angels at Ego**

Don't miss a special Valentine's Day performance by the all-girl rock band, The Angels. This seductive and sultry group is spicing things up for the most romantic evening of the year. They'll be singing about love—and *dancing in ways you'll love even more*. The Angels are made up of multi-talented women who sing and dance in the most alluring fashion as they deliver new twists on the hottest acts. Feel the love this Valentine's Day.

### **We're Making a Pass at You**

A big one! It's the 2010 Trump Advantage Pass. And you can get your hands on it FREE when you sign up for a new Trump One Card. Bursting with over \$500 in discount coupons, this Trump Advantage Pass is bigger and better than ever. Use your savings to explore all the dining, entertainment, shopping and spa/salon services at all three Atlantic City Trump Entertainment Resorts. So sign up and enjoy!

### **Now Even More Perks to Being a Member**

Get instant access to Atlantic City's best Cash Back and comps for dining, entertainment, rooms and more. Sign up for the Trump One Club and you'll get \$50 in Bonus Slot Dollars! Just join, play and earn 20 Tier Points to be eligible. New members

will receive \$25 Bonus Slot Dollars on the day they enroll and \$25 Bonus Slot Dollars to play with on your next visit. *(Must earn 20 Tier Points on each visit to receive \$25 Bonus Slot Dollars).*

### **It's a Great Week to Love Food**

The Atlantic City Convention & Visitors Authority presents Atlantic City Restaurant Week, seven days of celebrating the incredible culinary scene in A.C. The event kicks off on Sunday, February 28 and goes through Saturday, March 6. Participating restaurants will offer multi-course lunches and dinners for just \$15.10 and \$33.10 per person, respectively. And all three Trump Atlantic City Resorts are getting in on the delicious fun. Stop in at Plate American Café or get the ultimate in Italian at Il Mulino New York and Trattoria Il Mulino at Trump Taj Mahal. You've got a wide variety of choices at Trump Plaza with Max's Steakhouse, Roberto's and 24 Central Café. Over at Trump Marina, Harborview and The Café await you. All are ready to deliver first-class cuisine at restaurant week prices. So go on a culinary exploration at Trump's Atlantic City restaurants.

### **Take Your Play to the Max**

Playing is easier than ever at Trump Taj Mahal. You know that Slot Dollars and Bonus Slot Dollars are easily downloadable right at your favorite slots, making them the fastest most convenient way to play. Now, playing just got better! You can now download ALL of your Slot Dollars at your machine, and that means you'll have more time to play. Simply press the #7 on the keypad, enter your PIN and press ENT. Just like always, you can then select #1 for Trump Bonus Slot Dollars or #2 for Trump Slot Dollars. **But now you have the option to press #5 to download the full amount** *(as long as it's not more than the maximum amount designated for each machine)*. It's easy, less hassle and gets you playing your favorites faster!

### **A Guaranteed Win is Only a Click Away**

Here's an easy way to win. Visit Trump One Services or any Rewards Center Kiosk to give us your email address and we'll give you \$10 Bonus Slot Dollars or \$20 match play. If you became a Trump One Cardholder prior to September 1, 2009 and have yet to give us your email address, then you qualify! Plus, you'll start receiving exclusive email-only offers from us. Talk about a win-win.

### **Don't Miss Out on Special Phone Offers**

Want to stay on the inside track when it comes to great offers? If you love getting the special deals that Trump Taj Mahal is known for, then opt-in for our phone offers today! We are no longer permitted to call you with these exclusive VIP phone offers unless you give us the okay. And it only takes a moment. Just dial 1-877-326-8060 and use the opt-in code 10579. You can also opt-in on the Web, by visiting: [www.gc1.com/casinoOptIn/?optInCode=10579](http://www.gc1.com/casinoOptIn/?optInCode=10579). It's fast, easy and well worth it!

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](http://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](http://www.ticketmaster.com). For more information, call the Trump Taj Mahal box office at 609-449-5150. Show schedules are subject to change.

**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.

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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