

TRUMP TAJ MAHAL

FOR IMMEDIATE RELEASE

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Trump Taj Mahal Hosting “Pink Angels” Night at Ego Bar and Lounge, Friday, October 23

Fun-raising Night to benefit Shirley Mae Breast Cancer Fund

Atlantic City, NJ – October 5, 2009: Be prepared to “think pink” on **Friday, October 23**, from 6 – 10 pm, when Trump Taj Mahal plays host to **PINK ANGELS NIGHT** inside of **Ego Bar and Lounge**.

Guests are encouraged to wear pink and enjoy and enjoy pink specialty drinks and hors d’oeuvres, highlighted by a special performance by THE ANGELS. You’ll have the chance to bid on fabulous items during a Silent Auction and chances to win fabulous prizes.

It’s all to benefit the Shirley Mae Breast Cancer Assistance Fund. Enjoy a fun evening as you mingle with old friends, make some new ones and support a great charity that provides assistance to local breast cancer patients.

Additionally, a “PINK JACK” Tournament* will be held beginning at 8 pm. Players will be given “fun” chips and play ten hands of “Pinkjack”. The top three winners at the end of the tournament will also have the chance to wine some of the many fabulous prizes.

The evening will be hosted by area radio celebrities 95.1 WAYV’s Diane Mitchell and 100.7 WZXL’s Michael James, the evening will be highlighted by a special performance by The Angels at 7:30 pm.

“With October’s designated as Breast Cancer Awareness Month, we wanted to create a fun evening that everyone can attend to raise funds for the Shirley Mae Breast Cancer Assistance Fund, as well as highlight the hip, club-like atmosphere in Ego and bring a spotlight to the talented and beautiful Angels band,” noted Rosalind Krause, General Manager, Trump Taj Mahal.

**Pending CCC approval. Must be 21 or older. Positive proof of identification will be required. Subject to change or cancellation at management’s discretion. Certain restrictions apply.*

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.

About Shirley Mae Breast Cancer Assistance Fund:

Established in 2000, the Shirley Mae Breast Cancer Assistance Fund began with a gift from Atlantic City businessman Roy Goldberg, who created the fund after experiencing the determination and inspiration of his mother, Shirley Mae Goldberg, a breast cancer survivor. The goal of this organization is to benefit breast cancer patients in Southeastern New Jersey. To apply for free assistance or to make a donation, call 609-822-7172 or logon to www.shirleymaefund.org. One hundred percent of all donations will assist people of all ages who have been diagnosed with breast cancer.

Breast Cancer Statistics: According to the American Cancer Society, an estimated 182,460 new cases of invasive breast cancer were diagnosed in the United States in 2008.

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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