

# TRUMP TAJ MAHAL

## FOR IMMEDIATE RELEASE

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## **Cash, Cars and Big Entertainment: Trump Taj Mahal is the Place to Be in November!**

### **\$25,000 Run for the Riches**

Football season is in the thick of the action. Get in on it! Watch your favorite games every Monday in Ego Bar & Lounge. Enjoy great food and drink specials, plus chances to win big. Maybe even a share of \$25,000! It's Trump Taj Mahal's \$25,000 Run for the Riches every Monday during football season. Use your Trump One Card to register at any Rewards Center Kiosk from 5 p.m.–8 p.m. on Mondays. Then catch the action in Ego on our high-def big screens. If the second half kickoff is returned for a touchdown, you automatically win your share of \$25,000! Be sure to catch ESPN's Mike Gill, as he broadcasts live in Ego each Monday, from 3 p.m.–7 p.m.

### **November is Hot-Hot-Hot!**

Beginning November 9th, every Monday through Friday, Trump Taj Mahal customers will have a chance to play and win during our *Hot Seat Promotion*. From 11am - 7pm, every other hour, five lucky slot machines will be chosen to win prizes ranging from cash, to gifts, Comp Dollars and more. Fifty winners will be chosen each week and all you have to do is play, oh and be sure you are in the HOT SEAT!

### **Fall Into Something New!**

What's the latest fall accessory to get you the best Cash Back, dining, entertainment, rooms and more in Atlantic City? The Trump One Card, of course! And now, new Trump One Members who sign up at Trump Taj Mahal will receive \$50 in Bonus Slot Dollars. Just sign up, 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).

### **Daughtry**

AEG Live presents Daughtry in the Mark G. Etess Arena on Friday, November 6. Chris Daughtry is one of the most successful American Idol contestants since the juggernaut show began launching people's careers. In fact, his band, Daughtry, sold more than one million copies in just five weeks making it one of the fastest-selling ever. It went on to top the Billboard charts just weeks later. Daughtry is made up of Chris Daughtry, vocals, Josh Paul, bass; Joey Barnes, drums; Brian Craddock, guitar; and Josh Steely, guitar. Don't miss the hits from this Grammy-nominated group, including "It's Not Over" and "Home." Show time is at 8 p.m. and

tickets are priced at \$39.50 and \$29.50.

### **Freestyle Free For All**

Get ready to dance! It's a hot music free for all in the Mark G. Etes Arena on Friday, November 13. The sizzling lineup features more than a dozen performers, including Stevie B, Lisa Lisa, Rockell, K7/ TKA, Judy Torres, Coro, Rob Base & EZ Rock, C+C Music Factory Featuring Freedom Williams, Debbie Deb, Cover Girls and George LaMond. Show time is at 9 p.m. and tickets are priced at \$95, \$75, \$55 and \$40.

### **Get Ready to Shake Your Groove Thing!**

Discoball is back! *Discoball 8* will be the hottest disco night around in the Mark G. Etes Arena on Saturday, November 14. Trump Taj Mahal will be a *disco inferno*, featuring hot performances by some of the biggest names in disco including: Gloria Gaynor, The Sugar Hill Gang, Trammmps, Bonnie Pointer, Peaches and Herb, D-Train, Loleatta Holloway, France Joli, Shannon, Lime, Carol Douglas, and Taanya Gardner. Show time is at 7:00 pm with doors opening one hour prior. Ticket prices are \$125, \$95, \$75 and \$50.

### **2010 Chevrolet Camaro and \$10,000 Giveaway**

On Saturday, November 14, you could win one of the hottest cars on the road—or maybe your share of \$10,000. The all-new Chevy Camaro is guaranteed to turn heads with its sheer power and eye-grabbing good looks. Swipe your Trump One Card at any Rewards Center Kiosk now through Friday, November 13 to receive your entries. Then be sure to activate your entries on November 14 by receiving a slot or table game rating between 6 a.m. and 6 p.m. We'll give away \$5,000 at 7 p.m. and the Camaro and another \$5,000 at 10 p.m. So listen up...you just might hear your name!

### **Friday Night Fights at The Taj**

Trump Taj Mahal in association with Dee Lee Promotions Inc. presents *The Fall Brawl at Trump Taj Mahal* on Friday, November 20, 2009 in the Grand Ballroom. The main event features Prince Badi 'Boxing Prince' Ajamu (27-3-1/4 ko's) defending his National Boxing Association Light Heavyweight Title against Daniel Judah (23-4-3/10 ko's). The first bouts begin at 8:00 pm with doors opening one hour prior. Ticket prices are \$90, \$75, \$55 & \$40.

### **Get Ready to Be Dazzled!**

Cirque Dreams Holidaze is the Broadway hit that critics can't stop raving about! Catch this magical show in the Xanadu Theater, Wednesday, November 25 through Sunday, December 13. This whimsical version of the celebrated Cirque Dreams shows is tailored to the holidays. Ornaments spring to life and ordinary figurines transform suddenly into high-flying performers. Be mesmerized by gravity-defying aerialists and elegant acrobats. Enjoy the highest caliber of singers and dancers. Even the costuming is a sight to behold! Cirque Dreams Holidaze makes the most magical time of year even more special. Show times are 8 p.m. Tuesday, Wednesday and Thursday; 9 p.m. on Friday; and 3:30 p.m. and 8 p.m. on Saturday and Sunday. Tickets are priced at \$35 and \$25.

### **CMN presents Aventura**

Formed in 1994 in the Bronx, Aventura has become a hot-selling group known for their merging of traditional Dominican *bachata* sound with other genres like hip hop and R&B. Made up of Anthony Santos, Lenny Santos, Max Santos and Henry Santos Jeter, the award-winning band is known for smash singles including "Obsesion," "La Boda," "Ella y Yo," "Un Beso," "Mi Corazoncito," "El Perdedor," "Por Un Segundo," "All Up 2 You" and "Su Veneno." They have sold over one million albums. Aventura will

perform in the Mark G. Etess Arena on Friday, November 27 at 8 pm and Sunday, November 29 at 6:00 pm. Tickets are priced at \$105, \$85 and \$65.

### **It's a Rockin' Holiday Tradition!**

BRE Presents the Brian Setzer Orchestra's 7th Annual Christmas Rocks! Extravaganza. This swingin' performance will rock the Mark G. Etess Arena on Saturday, November 28. Setzer and his 18-piece big band bring a festive, upbeat and utterly exhilarating holiday show to Trump Taj Mahal. From blazing rockabilly to big band swing, you'll enjoy hits that span Setzer's career, including those from his Stray Cats days. You'll hear smash singles such as "Stray Cat Strut," "Jump Jive An' Wail" and "Rock This Town" as well as new tracks off of "Wolfgang's Big Night Out," Setzer's 14th studio album. This is guaranteed to be one of the hottest tickets of the holiday season—get yours early! Show time is at 8 p.m. and tickets are priced at \$69.50 and \$49.50.

### **The Angels at Ego Bar & Lounge**

The seductive and talented group 'The Angels' continue to perform their spicy act in Ego Bar & Lounge. These multi-talented ladies showcase their tight dance moves and flex their impressive vocals, backed by talented musicians. You'll enjoy renditions of the hottest acts including the Pussycat Dolls, AC/DC, The Black Eyed Peas and more. Of course, the entertainment isn't all that's hot. You'll enjoy our signature drink menu and sizzling scene. Complemented by DJ Hot Linh, you can enjoy The Angels Thursday–Saturday from 10 p.m.–2 a.m. For table/ bottle reservations, email: [egobar.tablereservations@taj.trump.com](mailto:egobar.tablereservations@taj.trump.com).

### **Your Place for Lunch *and* Dinner**

Whether you want to linger over a fabulous mid-day meal or make it a memorable evening, Il Mulino offers it all. The celebrated New York Italian restaurant is famously one of the toughest tickets in Manhattan. Now visitors to the Taj Mahal can use their Comp Dollars to enjoy a taste of the scrumptious authentic Italian cuisine for which Il Mulino is known. Choose Trattoria Il Mulino for a casual dinner or a fabulous lunch.

**Trattoria Il Mulino** located in Trump Taj Mahal is now serving lunch from 12:00 pm until 3:00 pm, Wednesday through Sunday. Enjoy a prix-fixe menu of \$15.95 for three courses. Choose from antipasta, home made soup, pasta and dessert for one great price. Of course, many other selections on their fabulous menu are also available. FREE short-term parking is available in porte cochere.

Additionally, Trattoria Il Mulino will delight you with their Happy Hour, available Tuesday through Sunday from 4:30 pm until 6:30 pm. Enjoy half priced drink specials and a free chef's special appetizer with a purchase of any two drinks during happy hour. (Available in the Trattoria Lounge only.) Drink specials include \$3 beers, \$5 glasses of wine, and \$6 cocktails. You can also choose from signature cocktails, their extensive wine list or imported beers. If you are making holiday party plans for your office or family, Trattoria Il Mulino and Il Mulino New York want to help you with those plans. Call 609-449-6004 for more information on holiday parties today or to make reservations.

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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