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FOR IMMEDIATE RELEASE

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Trump Taj Mahal Wants To Make You A Millionaire!

We Still Want To Make You A Millionaire

You still have time to win a cool million from now through Monday, September 7, 2009, all new customers opening a Trump One account at Trump Taj Mahal or Trump Plaza will be eligible to participate in Trump's Millionaire Maker Machine. New Trump One Card members play slots or table games and earn a minimum of 20 Tier Points, to be eligible. Then visit any Reward Center Kiosk to print your slip. You can take a spin on the Millionaire Maker Mega Slot Machine. Everyone is guaranteed to win, including a chance to win \$1,000,000.

Dane Cook

When it comes to comedy, it doesn't get any bigger than Dane Cook. And he's making a three-day stop at Trump Taj Mahal on September 4, 5 and 6. Don't miss the comedy megastar as he has the Mark G. Etess Arena rolling in the aisles. Touted as the largest comedy tour in history, Cook is making stops in this country as well as Canada, Africa, Brazil, Australia, Germany and the UK. From HBO to Comedy Central to selling out massive venues around the world, Dane Cook is a proven comic icon. Get your tickets soon, before it sells out! Show times are 9 p.m. on Friday and 8 p.m. on Saturday and Sunday. Tickets are priced at \$110, \$85 and \$50.

Prize-A-Minute Sweepstakes!

Trump Taj Mahal is the place to be on September 5 and 6, from noon–10 p.m. We'll never have more winners in two days than on these two special ones. It's the Prize-A-Minute Sweepstakes, where you guessed it, we're giving away a prize every minute. Gift cards to great stores, Cole Haan handbags, Wolfgang Puck cookware, dazzling jewelry, kitchen appliances and cold cash are just some of the items you can win! All Trump One Cardholders receive a free entry. Plus, you can earn more by playing your favorite games now–September 4. Be sure to activate your entries from 6 a.m.–7 p.m. on the sweepstakes dates then play your favorite games and listen if your name is called.

Cirque Dreams Pandemonia is Almost Gone!

Make sure you catch the fantastical funhouse of imagination that is *Cirque Dreams Pandemonia*. The Xanadu Theater is home to this mesmerizing show, now-September 6. So you still have time to experience this riotous world of extraordinary chaos that explodes on a stage of surreal visual stylings. Inventive acrobatics mingle with free-ranging whimsy and Technicolor atmospherics to create a playground of *pandemonium*. Show times are 8 p.m. on Wednesdays and Thursdays; 9 p.m. on Fridays; 3:30 p.m. and 8 p.m. on Saturdays and Sundays. Tickets are priced at \$35 and \$25.

Plus, coming November 25 is *Cirque Dreams Holiday*, a truly whimsical show that takes your holiday season to new heights. Ornaments will spring to life and ordinary figurines transform suddenly into high-flying performers. Be amazed by gravity-defying aerialists and elegant acrobats. Enjoy the highest caliber of singers and dancers. *Cirque Dreams Holiday* will make the most magical time of year even more special.

The Angels Are Sticking Around!

The seductive and sultry group The Angels are staying put through March 2010, thanks to popular demand! Catch the

TRUMP

TAJ MAHAL

ladies in their spicy act at Ego Bar & Lounge as they sing and dance in the most alluring fashion. 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 Freezie and DJ Hot Linh, you can enjoy The Angels live Thursday–Sunday, from 10 p.m.–2 a.m. For table/ bottle reservations, email: egobar.tablereservations@taj.trump.com.

For Football Fans...or Fans of Money – catch ESPN Broadcast at Ego Bar & Lounge

Football season is back already? Great! Now you can watch your favorite pro football 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! Don't miss 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.

\$500 Bonus Slot Dollars Every 10 minutes

Don't miss playing at Trump Taj Mahal on September 10. We're giving away \$500 Bonus Slot Dollars every 10 minutes from 10 a.m.–8 p.m. Activate your free entry on the giveaway day by playing your favorite slots or by visiting Trump One Services. Then we'll call out a lucky winner every 10 minutes. So play your favorite slots, and listen closely for your name!

Tiziano Ferro

Fragale Productions presents Italian pop sensation Tiziano Ferro in the Mark G. Etes Arena on September 26. This phenomenal singer and songwriter has unparalleled international appeal, with albums released in 42 countries and in various languages. From a very young age it was clear Tiziano Ferro was destined for stardom. And now you can see him live in a moving performance at Trump Taj Mahal. Show time is at 9 p.m. and tickets are priced at \$95, \$85 and \$75.

Comp Dollars=Shopping Heaven!

All those Comp Dollars you earn at Trump Taj Mahal can be spent just like cash! Shop at Trump Taj Mahal's many stores. Stroll Spice Road and shop our unique stores like Accents for sophisticated accessories; Caché for exquisite fashions; Marshall Rousso for designer styles; Stem by David Tutera for innovative floral arrangements; and Candy for that sweet tooth. Of course, you can always stop in at Trump Exchange, where we're always adding the latest top-quality merchandise, including electronics, house wares, designer clothing and luggage, and a whole lot more. We make shopping even easier with our Trump One Rewards Catalog. Pick up a Catalog at Trump One Services or Trump Exchange and see everything that's in the store. Plus, you'll find unique offerings, like unforgettable travel experiences. All that shopping might work up an appetite. Good news! You can use your Comp Dollars at Il Mulino New York, Sultan's Feast and Safari Steakhouse.

Trattoria Il Mulino is Open for Lunch!

Now you can linger over a fabulous mid-day meal every Wednesday–Sunday at Trattoria Il Mulino. Take advantage of our prixé fix menu: just \$15.95 for three courses! Choose from antipasto, homemade soup, pasta and dessert--all for one great price. Many other menu items are also available. Grab a few friends and enjoy items such as tasty meatballs, rigatoni Bolognese, porcini mushroom ravioli, brick oven pizza and a tiramisu that is out of this world! Trattoria Il Mulino will delight you with a Happy Hour every Tuesday–Sunday from 4:30 p.m.–6:30 p.m. Enjoy half-priced drink specials and a free chef's special appetizer with the 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 like the Limoncello Martini or the *Testarosa* (red head), make a selection from their extensive wine list or enjoy an imported beer. Keep the mood going as you experience *Mezza Notte* at Trattoria Il Mulino, from 11 p.m. 2 a.m. on Saturday evenings. Bottle service is available by reservation with wine, Champagne and liquor available--complete

TRUMP

TAJ MAHAL

with all the mixers and condiments! Each week *Mezza Notte* features brand specials and light music so you can relax and enjoy intimate conversation or a night out with friends. Enjoy Atlantic City's newest Italian Gourmet experience, Il Mulino at Trump Taj Mahal. For reservations call 609-449-6004.

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.

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.