

# TRUMP®

## HOTEL COLLECTION

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### TRUMP HOTEL COLLECTION EXPANDS INTO NEW YORK'S SOHO NEIGHBORHOOD AND PANAMA IN 2010

*Continued Aggressive Growth Includes  
 Recent Opening of Trump International Hotel™ Waikiki Beach Walk®,  
 \$30 Million Renovation of New York Flagship; Toronto to Open in 2011*

NEW YORK – Jan. 19, 2010 – [Trump Hotel Collection](#), the next generation of luxury hospitality, will add two new properties to its growing portfolio this year, on the heels of its successful opening in Waikiki and in the midst of a \$30 million refurbishment of its flagship New York City property.

The finishing touches are being put on [Trump SoHo™ New York](#), the city's most anticipated new hotel, which will open early in the year. The soaring 46-story, 391-room glass tower boasts the most two-bedroom penthouses of any New York hotel and features **Quattro Gastronomia Italiana** restaurant from South Beach, **Bazaar** cocktail lounge, **Fendi Casa** furnishings, and **The Library** stocked with lavish books by TASCHEN.

Trump Ocean Club International Hotel & Tower® Panama



Later, in the fall, the beachfront **Trump Ocean Club International Hotel & Tower® Panama** will open with 369 rooms and suites with private balconies. Trump Hotel Collection's first international project, the spectacular 70-story tower on the exclusive peninsula of Punta Pacifica will feature architecture that evokes a majestic sail fully deployed in the wind, along with the Trump International Casino, The Spa at Trump, a pool deck, beach club, yacht club and pier, and more.

"2010 is a key year for Trump Hotel Collection as we open our first location outside of the U.S. and bring a new level of luxury hospitality to Downtown New York," explained Jim Petrus, chief operating officer, Trump Hotel Collection. "In addition, we've just begun an extensive renovation of our flagship on Central Park West. Trump Hotel Collection is committed to delivering the best hotel experience anywhere in the world, from cutting-edge architecture and interior design to The Spa at Trump™ and the signature services of the Trump Attaché™."

These new properties join [Trump International Hotel & Tower® Waikiki Beach Walk®](#), the first new luxury property in Waikiki in over 20 years, just opened on Nov. 16, 2009, as well as [Trump International Hotel & Tower® Chicago](#) and [Trump International Hotel™ Las Vegas](#), opened in 2008.

Meanwhile, [Trump International Hotel & Tower® New York](#) – the brand’s flagship and the only Forbes (formerly Mobil) Five Star-Hotel with a Five-Star Restaurant in New York – commenced phase I of its spectacular \$30 million renovation on Jan. 4. Engineered for a seamless, quiet transition invisible to guests, the renovation of the property’s 167 luxurious guest rooms and suites is happening in two stages, concluding in September, with the acclaimed hotel remaining open throughout the process.



Looking beyond 2010, Trump Hotel Collection will open **Trump International Hotel & Tower® Toronto**, the tallest residential building in Canada, in early 2011. Future projects are under development in Cap Cana, Dominican Republic; Aberdeen, Scotland; Dubai, U.A.E.; and New Orleans.

### **About Trump Hotel Collection**

Launched in October 2007, [Trump Hotel Collection](#) is the next generation of luxury hospitality – one that is raising the bar in the top-tier travel experience with a level of customized service unrivaled in the market today. Presided over by internationally renowned developer Donald J. Trump and his three grown children – Donald Jr., Ivanka and Eric – the prestigious portfolio includes the highly acclaimed Trump International Hotel & Tower® New York, Trump International Hotel & Tower® Chicago and Trump International Hotel™ Las Vegas. Trump International Hotel™ Waikiki Beach Walk® joined Trump Hotel Collection on Nov. 16, 2009 and will be followed by Trump SoHo™ New York in early 2010. Additional hotel projects are under development around the globe, including Toronto, Panama, Dubai, Cap Cana, Scotland and New Orleans. Trump Hotel Collection is headquartered at Trump Tower, 725 Fifth Avenue, New York, NY 10022. Follow Trump hotel Collection on Twitter at [www.Twitter.com/TrumpCollection](http://www.Twitter.com/TrumpCollection).

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