

**For Immediate Release**

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New York, NY

**IVANKA TRUMP PROPOSES TO NEW YORK**

*Ivanka Trump Fine Jewelry and The Trump Hotel Collection Plan The Quintessential  
'New York Proposal'*

Ivanka Trump Fine Jewelry is pleased to unveil our New York Proposal Package. “We understand how challenging it can be for men to not only shop for a ring, but plan the perfect way to pop the question,” said Ivanka. We are offering the ultimate experience to relieve any stress our clients may feel and make the process enjoyable as well as offer a comprehensive education. We will plan everything; all he has to do is ask!

With the purchase of any diamond engagement ring from Ivanka Trump’s Bridal Bar, clients will receive the ‘New York Proposal’ package featuring a complimentary getaway to a Trump Hotel Collection property in New York City. Clients may choose either a one-night stay at a luxurious suite overlooking Central Park at Trump International Hotel & Tower® New York or opening February 1<sup>st</sup> the Trump SoHo New York™ located in the heart of Manhattan’s most fashionable neighborhoods. During their stay the happy couple will enjoy champagne upon arrival and one dozen long stemmed roses in-room as well as a romantic three-course dinner and bottle of champagne at Trump New York’s world-class signature restaurant, Jean-Georges, or Trump SoHo’s famed Quattro Gastronomia Italiana. Additionally, the following morning the soon-to-be Mr. & Mrs. will indulge with continental breakfast in bed.

Our certified gemologists are on site and guarantee to make this shopping experience easy and memorable. The Ivanka Trump Bridal Bar features individually crafted unique designs inspired by the glamour of our most celebrated eras as well as estate pieces with prices starting at \$800.

Ivanka Trump launched her fine jewelry collection in September 2007 with the opening of a feminine and welcoming jewel-box boutique on Madison Avenue in New York City. Partnering with Dynamic Diamond Corp one of the most respected diamond companies in the world, Ivanka combined her innate understanding of luxury and a vision of heirloom-chic jewelry inspired by the best classic styles of all times. With access to breathtaking diamonds and an unwavering commitment to superior quality of craftsmanship, the result is a passionate and stylish jewelry collection. Ivanka’s seal of approval, her personal signature and a distinguished coral enamel accent, mark each piece that bears her name.

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 on Feb. 1, 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.

For more information please visit [www.ivankatrumpcollection.com](http://www.ivankatrumpcollection.com).

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