

TRUMP PLAZA

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The Beach Bar at Trump Plaza in Atlantic City Named One of the “21 Sexiest Beach Bars”

*The Travel Channel broadcasts their picks of
Beach Bar venues from around the globe*

ATLANTIC CITY, NJ, March 30, 2009: Summer may be a few months away, but **The Beach Bar at Trump Plaza** has something for everyone to get heated up about!

Recently, The Beach Bar at Trump Plaza was named #13 of the “*21 Sexiest Beach Bars*” by the *Travel Channel*, during a countdown that aired on March 6, 2009.

“Nothing beats Summer at the Jersey shore, and Atlantic City’s most popular beach bar will kick off another hot season this Memorial Day Weekend and continue with live bands and entertainment, dancing, tropical drink specials and unlimited fun for the Summer of 2009,” stated Tony Sanza, Food & Beverage Director at Trump Plaza.

Ranking up there with venues in South Beach, California, Key West and international locations, it’s easy to see why Trump Plaza’s Beach Bar was chosen.

The Beach Bar is located just steps off the white-sand free beaches and Boardwalk in Atlantic City, NJ and is a must-visit for those who want to relax by the ocean while sipping their favorite summertime drinks like Margaritas, Daiquiris, Coladas, ice cold beer and more. A full menu offers everything from flame-grilled burgers, to salads, a raw bar and many other choices. There’s always a great crowd and a casual atmosphere. At night the crowds come out to dance to live bands and DJ entertainment with a sexy vibe.

“The entertainment and dining choices that we offer span a variety of genres and tastes, so that we can ensure our guests have a memorable experience while visiting our property,” said Jim Rigot, General Manager of Trump Plaza Hotel and Casino. “Trump Plaza’s Beach Bar is Atlantic City’s biggest and hottest summer venue,” he added.

The Beach Bar at Trump Plaza is open seven days a week from Memorial Day weekend until after Labor Day weekend.

If you're staying overnight at Trump Plaza, you can reserve your own private beach cabana, or beach chairs and umbrellas for your day in the. Guests can choose to rent the Gazebos & "The Party Pit" for private parties or special events.

Whether you come for the afternoon, party into the night or even stay with us overnight stop by and see why Trump Plaza's Beach Bar was voted #13 of the **21 Sexiest Beach Bars** by *The Travel Channel*.

Visit www.trumpplaza.com for more information, including accommodations and room packages.

And now, you can follow us on Twitter: Visit <http://twitter.com/trumpcasinos>.

HIGH RESOLUTION IMAGES ARE AVAILABLE AT:

<http://www.trumpcasinos.com/hi-res-gallery/>

About Trump Plaza

Towering 39 stories over the center of the world-famous Atlantic City Boardwalk, Trump Plaza is one of three Trump resorts in Atlantic City. It is home to some of the world's top entertainers and sporting events and offers 904 exquisitely appointed rooms, all with ocean and bay views. Donald J. Trump's acknowledged signature of excellence is prominent throughout this Five Star Diamond Award Winning Hotel.

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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