



PRESS RELEASE

\$40,000 Mid-Life Crisis Sweepstakes headlines February Promotions at Trump Taj Mahal!

ATLANTIC CITY, NJ – January 20, 2012– A motorcycle. Fur coat. Botox. Hairplugs. Speed boat. An out-of-control shopping spree. What's your mid-life crisis???. Trump Taj Mahal is helping one man and one woman get through their mid-life crisis with its \$40,000 mid-life crisis sweepstakes! **This is a unique twist on a casino promotion, once the first \$20,000 winner is selected, the next \$20,000 winner must be of the opposite gender of the first winner.** Trump One Card holders will earn entries through casino play from February 1 at 6am through February 25 at 9:45pm. Drawings will be held at 10pm on Saturday, February 25.

In addition to the \$40,000 Mid-life Crisis Sweepstakes, Trump Taj Mahal is offering the following great promotions in February:

“One Million Pennies” Penny Slot Sweepstakes Saturdays, February 4, 11, 18. A penny slot exclusive! One winner selected to win ten thousand pennies (\$1,000 cash) every hour from 2pm-11pm each day. Trump One Card holders who play with their Trump One card inserted into a penny slot machine will qualify for a chance to win .

“Sweetheart BSD Sweepstakes” Friday, February 10, 6pm to 10pm. One winner every hour: Trump One card holders who play with their Trump One card inserted at the time of the drawing can have the opportunity to win \$500 Bonus Slot Dollars for them and their sweetheart. Winners will also choose their “sweetheart” to win an additional \$500 Bonus Slot Dollars. The players’ chosen “sweetheart” must be a Trump One Card holder and be playing with their card at the time of the drawing.

“Presidents’ Day Weekend Car Giveaway” February 19 at 8pm and February 20 at 4pm. To qualify, earn 20 Tier Points from 6am on February 19 at 6am through 3:45pm on February 20. One winner will be chosen on February 19 at 8pm to win a Ford Mustang. One winner will be chosen on February 20 at 4pm to win a Lincoln MKZ.

“Win A 2002 Limited-Edition Camaro Sweepstakes” Sunday, February 26, 4pm. In conjunction with the Atlantic City Classic Car Show and Auction, Trump Taj Mahal is giving away a 35th Anniversary Edition of the 2002 Chevy Camaro. Only 152 of the car were produced. Earn entries February 23 at 6am through February 26 at 3:45pm.

“Leap Year Sweepstakes” February 29, 2pm to 6:21pm. One winner every 29 minutes: Trump One card holders will have the chance to win \$500 Bonus Slot Dollars every 29 minutes. Trump One card holders can have their chance to win by having their Trump One cards inserted into any slot machine at the time of the drawing.

“New Members receive \$25 in comps and \$50 Bonus Slot Dollars” New members can visit Trump One Services located in the casino, sign up for a free Trump One Card, earn 40 Tier Points and receive \$25 in comps and \$50 in Bonus Slot Dollars.

Participants must be Trump One Card holders to be eligible for the casino promotions. Players must earn 20 Tier Points by playing with their Trump One Card on the date of the sweepstakes/promotions to qualify for a chance to win. The “Sweetheart” chosen as the additional winner in the Sweetheart Bonus Slot Dollar sweepstakes does not have to earn 20 Tier Points. Those who are not yet Trump One Card holders can sign up for their free card at Trump One Services located at Trump Taj Mahal. Must be at least 21 years of age. Complete details available at Trump One Services. Gambling Problem? Call 1.800.GAMBLER.

#

For more information, contact Brian Cahill at Brian.Cahill@trump.com or call 609.221.4643
or visit <http://www.trumpcasinos.com/press-room/index.cfm>