

TRUMP SOHO

N E W Y O R K

Contact: Jay Austin / Nick Valente
Middleton & Gendron Inc.
(212) 284-9939 / (212) 284-9942
jaustin@mg-pr.com / nvalente@mg-pr.com

TRUMP SOHO™ NEW YORK Fact Sheet

OPENING DATE: April 9, 2010

ADDRESS: 246 Spring Street
New York, NY 10013
trumpsoho@trumphotels.com

WEB SITE: www.TrumpSoHoHotel.com

LOCATION: The first Trump® branded hotel property in downtown New York, Trump SoHo™ New York is located on Spring Street in fashionable SoHo (South of Houston) neighborhood. Just steps from world-class galleries, restaurants and shops, it boasts unrivaled views of the city's spectacular skyline, the Hudson River, Statue of Liberty and Empire State Building.

DESCRIPTION: Introducing a new perspective on luxury hospitality to SoHo, the neighborhood's only luxury hotel condominium will be a dramatic glass tower by renowned Handel Architects, rising 46 stories with 391 elegant guestrooms and suites. Trump SoHo will offer all of the exceptional amenities of the Trump Hotel Collection, including world-class dining, an 11,000-square-foot Spa at Trump®, state-of-the-art fitness center, and the signature services of a Trump Attaché™.

Guests and owners will enter through a dramatic two-story conservatory into a grand lobby reminiscent of hotels of the early 20th century. The lobby will feature ceilings over 22 feet high and four ceramic columns covered by a chocolate and a soft blue plaster, along with intimate seating. Interior spaces, designed by the

legendary Rockwell Group, will include The Library with books by TASCHEN, an intimate gathering area overlooking the lobby, and an 1,800-square-foot private top-floor venue called SoHi, along with several conference spaces and a business center.

A landscaped Urban Plaza adjacent to the hotel will extend from Spring Street to Dominick Street, with decorative lighting and spacious seating areas.

Located on the spa level, an outdoor pool deck will offer a relaxing atmosphere and will be home to a full-sized Bocce court. The full-service Bar d' Eau will serve seasonal and classic cocktails.

ACCOMMODATIONS:

Trump SoHo's ultra-luxury guest accommodations, designed by the Rockwell Group, will blend classically inspired interiors with contemporary New York design, and offer extraordinary views of Manhattan. There will be 131 deluxe one-bedroom suites, 245 deluxe guestrooms ranging from 422 to 905 square feet – several of which can be combined to create spacious two-bedroom suites – and three one-of-a-kind luxury Spa Suites. The top floors will be crowned with 10 spectacular penthouse suites ranging from 1,194 to 2,331 square feet.

Trump SoHo will be the only hotel in New York City with custom furnishings by Fendi Casa. The world famous designers created custom sofas, chairs, headboards, side tables, and a beautiful settee at end of bed for each guestroom and suite. Expansive bathrooms will feature custom-designed fixtures, stand-alone shower with rain showerhead and separate tub.

All guestrooms and suites feature the Control 4 interface system to control room environmental settings as well as flat screen televisions, three dual-line telephones and wireless high-speed Internet access.

TRUMP ATTACHÉ:

Each hotel in the Trump Hotel Collection offers the signature services of a Trump Attaché, who provides each guest with uncompromising service, no matter how particular, throughout his or her stay. Following check-out, the Attaché meticulously records each guest's preferences and maintains a detailed guest history to ensure that no stay feels like the first and no request needs repeating.

GUEST SERVICES & AMENITIES:

- Swimming pool with cabanas and full-service Bar d'Eau
- 24-hour In-Room Dining
- 11,000-square-foot The Spa at Trump
- State-of-the-art fitness center
- 24-hour Concierge
- Wireless high-speed Internet
- Personalized business cards and stationery

DINING:

Quattro Gastronomia Italiana is known for its authentic Northern Italian cuisine, sophisticated design and European-style service. Chefs Fabrizio and Nicola Carro, identical twin brothers from Alessandria in the Piemonte region of Italy, first brought their ingredient-driven cooking to Quattro in Miami's South Beach. There the chefs' Agnolotti Piemontesi Allo Stufato and Vitello Tonnato became restaurant classics.

With Chef Fabrizio heading up the Quattro culinary team in New York, look for impeccably-sourced produce and local artisanal products to be featured in truly fresh seasonal offerings. Burrata Fresca, Tagliatelli Con Ragù D'Agnello are some of the new menu offerings.

The energy of the 160 bi-level restaurant extends to its mezzanine where meals for up to 40 people may be served in a separate dining room with its own bar. Reserve the complete mezzanine level for parties of up to 60.

There are also exquisite spaces within the property that serve as dramatic settings in which to gather. Kastel is an exclusive cocktail lounge, while The Library is an intimate space suspended above the lobby, lined with TASCHEN books – the perfect place to relax with a cup of coffee or cocktails and light fare.

Bar d'Eau is a seasonal indoor and outdoor bar that opens out onto the pool deck, the ideal place to enjoy cocktails after work and spend the evening enjoying the vibe of SoHo. These spaces are run by KNR Restaurant Group as well as in-room dining and service of the 12,000-square-foot of meeting space with Italian and Continental menus featuring dishes from Quattro.

MEETINGS & EVENTS:

With 12,000 square feet of stylish and technologically sophisticated meeting space, Trump SoHo will cater to downtown's most prestigious events. Its facilities will include an elegant ballroom and conference/meeting rooms. With a custom design from Handel Architects and located on the top floor, SoHi will be the highlight of Trump SoHo's event space. Guests will be bathed in natural light from SoHi's 15-foot, floor-to-ceiling windows that offer unparalleled, views of Manhattan and the Hudson River.

THE SPA AT TRUMP:

Designed by DiGuiseppe Architects, the 11,000-square-foot Spa at Trump, located on the seventh and eighth floors, will feature nine private treatment rooms and a state-of-the-art fitness center with Technogym equipment, as well as unique facilities and services. The Spa at Trump will be home to two separate luxury hammams – the first in New York – for men and women. Guests seeking the ultimate in relaxation will be able to stay in one of Trump SoHo's three luxurious spa suites, located on the eighth floor.

Every moment of the spa journey caters to the individual guest's desires, expressed through his or her selected Trump Personal Intention: Calm, Balance, Purify, Heal or Revitalize.

Spa-goers will benefit from the highly personalized services of a Spa Attaché, who will guide them through in an array of services and products that features Kate Somerville and include treatments exclusive to Trump SoHo.

ARCHITECT:

Handel Architects

INTERIOR ARCHITECTS:

Rockwell Group – Public spaces, Kastel, guestrooms and suites

DiGuiseppe Architects – The Spa at Trump, Bar d'Eau and Seasonal pool deck

Studio A – Quattro

Handel Architects - SoHi

ABOUT KNR:

KNR Restaurant Group and its partners Karim Masri, Nicola Siervo, Nicola Schon and Rony Seikaly specialize in restaurant, nightlife and hospitality projects. The company collectively creates, owns and manages properties in Miami and New York City.

KNR Restaurant Group is comprised of restaurants Quattro Gastronomia Italiana and Sosta Pizzeria in Miami; and the upcoming Quattro Gastronomia Italiana in New York City. The group will oversee all food and beverage operations, in-room dining and special events for Trump SoHo.

KNR Food Concepts includes the recently opened restaurant Soleá at the new W Hotel South Beach in Miami. The group is also involved in the development and operation of food and beverage for the W Living Room, WET pool service, in-room dining and special events at W South Beach as well as the property's nightlife destination Wall.

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 on April 9, 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.

###