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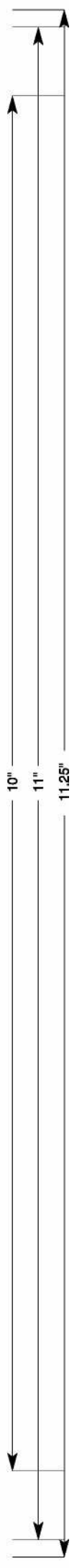
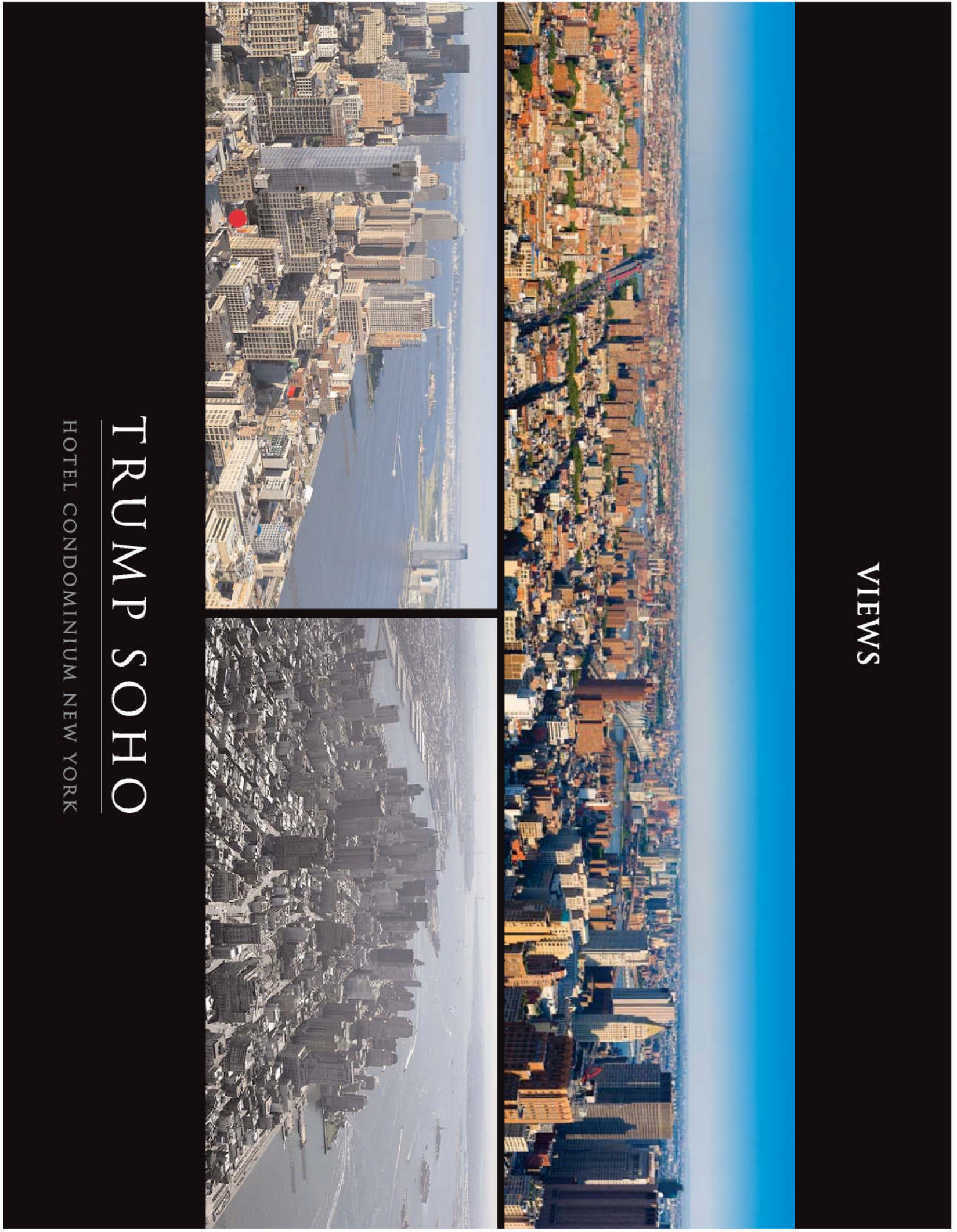
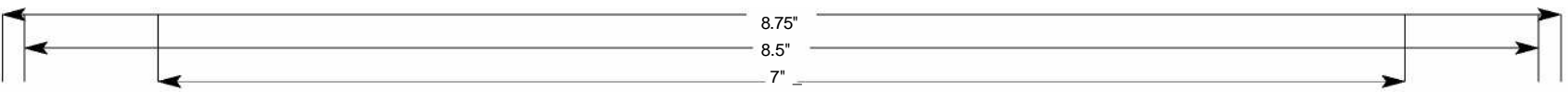


COMING



TRUMP SOHO
HOTEL CONDOMINIUM NEW YORK

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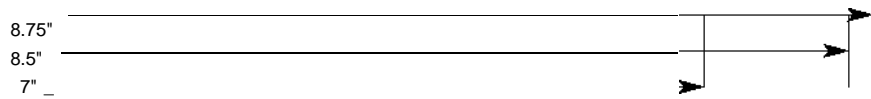
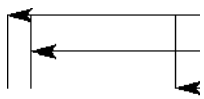


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NEW TRUMP SOHO HOTEL CONDOMINIUM NEW YORK

AN EXCLUSIVE VISION AND OPPORTUNITY IN LUXURY HOTEL CONDOMINIUMS

Donald J. Trump, The Sapir Organization and Bayrock Group are proud to announce the launch of Trump SoHo Hotel Condominium New York, the first downtown hotel condominium project from The Trump Organization, which will become available for sale in November 2006. Building completion and operations are scheduled for the fourth quarter of 2008.

The five-star property at 246 Spring Street is the only luxury hotel condominium in SoHo and Trump's first foray into the fashionable downtown neighborhood.

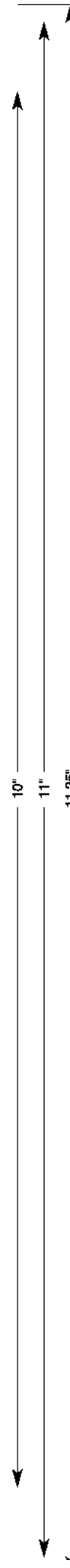
A distinct advantage of Trump's hotel condominium properties is that owners have the option to allow a premier hotel management company to maintain and rent their units when not occupied. In the words of Donald J. Trump, the Trump SoHo Hotel Condominium will offer one of the most luxurious five-star living experiences available anywhere in the world.

Handel Architects designed the striking glass-curtained wall building. It will be the tallest structure in SoHo, with unprecedented 360-degree views of the city. The internationally acclaimed architecture firm The Rockwell Group designed the fully appointed living spaces. The modern, SoHo loft-inspired interiors will marry detail and craft with unexpected materials, including polished copper woven mesh ceilings, champagne beveled glass light fixtures, rosewood veneer timber shutters with blackened steel fittings, and two-story hammered copper entry doors.

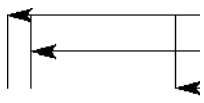
Building amenities will include an exclusive members' lounge in the ground level bar, serviced lobby lounge, world-class restaurant, members' library lounge, 30-person screening room, private business center, and event space for up to 220 guests. In addition, Trump SoHo Hotel Condominium New York will have a pool deck with poolside cabanas, day spa, fitness center, garden conservatory, and rooftop bar and garden.

Prices for the 413 fully furnished hotel condominium units will range from \$600,000 to over \$ 2million.

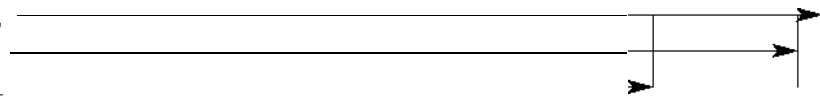
For more information on Trump SoHo Hotel Condominium New York, visit www.TrumpSoHo.com or call 1-877-878-6700.



TRUMP SOHO
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Live - 8x10.5



8.75"
8.5"
7"



TRUMP SOHO

HOTEL CONDOMINIUM NEW YORK

FEATURES AND AMENITIES

- 45-story luxury hotel condominium featuring contemporary glass tower design by renowned Handel Architects
- 413 fully furnished guestroom and suites ranging from 420 SF to 3,000 SF, designed by Rockwell Group
- A full height glass façade affording panoramic views of SoHo, Hudson River, Empire State Building & Statue of Liberty
- Landscaped urban plaza with ambiance lighting extending from Spring to Dominick street
- Dramatic two-story entrance Conservatory leading into the Great Room and Grand Stair to Private Library
- Refined Great Room with sculptural elements and intimate seating clusters
- Commissioned original contemporary artwork by SoHo artists
- Round the clock Trump Attache service and White Glove service including state-of-the-art security system

KEY FACTS ABOUT THE TRUMP SOHO HOTEL CONDOMINIUM PROPERTY

- Address: 246 Spring Street, New York, NY 10013
- Height: 45 stories, 480 feet
- Amenity Podium: 5 floors
- Hotel/Condo Tower: 40 floors
- Total Square Footage: 386,000 square feet
- Number of Guestrooms: 410, plus three presidential suites
- Guestrooms: 400 - 840 square feet
- Materials: Glass curtain wall

PUBLIC SPACES

- 12,000 SF Hotel Function Hall
- 6,500 SF Spa, fitness and relaxation facilities

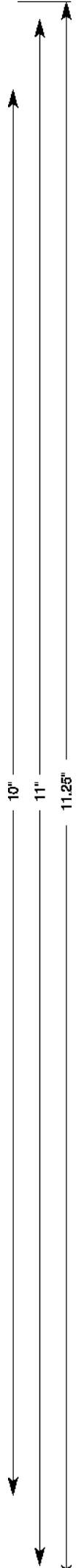
Relaxing outdoor heated pool with full-service private cabanas

Cornelia-day resort with individual and two-person treatment rooms, exclusive luxury products, hair and nail salon

In-room spa treatments tailored to individual needs, including the Cornelia signature tea-soak

Restaurant, in-room full-service menu, café-level bar, the Great Room, Library & Function Hall

Fully appointed business center with adjacent conference and meeting rooms



TRUMP SOHO

HOTEL CONDOMINIUM NEW YORK

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Live - 8x10.5

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GUESTROOMS AND SUITES

- Fully furnished, classically inspired Guest Chambers reinterpreted for a downtown setting by renowned David Rockwell
- Expansive bathrooms with custom-designed bronze fixtures, stone-slab counter tops, sinks inset into custom vanity, separate two-person tubs and separate glass-enclosed showers
- All guestroom enclosures designed to provide acoustic privacy from exterior influences and adjacent occupancies
- Marble-flooring in entryway, luxuriously carpeted interiors
- Leather-cushioned panels form distinctive full-height headboard
- Cornelia Day Spa Beauty, Bathing and Scented-Candle Products provided on a fully-serviced basis
- Flat screen televisions with full entertainment and technology capabilities for each guestroom
- Discreet appliances and bar area set in contemporary wood veneered cabinets with stone countertop and inset sink
- Each guestroom contains a private owners' closet and a safe

TRUMP SOHO
HOTEL CONDOMINIUM NEW YORK

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TRUMP SOHO
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INTERVIEW WITH DONALD J. TRUMP

What sets this Trump hotel apart from other “luxury” spaces?

This hotel will be unbelievably beautiful and will offer guests a sanctuary, with restaurants, bars, a day resort, outdoor pool and a private library. You won't need to leave the hotel if you don't want to. David Rockwell is a designer I've admired for a long time and he has created an atmosphere that is inspiring and stylish. His phrase describing the hotel perfectly expresses the atmosphere-“Uptown luxury, with downtown style.”

How is Trump SoHo different from other Trump properties?

The design style is more contemporary from other properties-- what remains the same is the impeccable service provided. The guests are treated like royalty and every amenity and request will be accommodated.

Did Ivanka and Donald Trump Jr. influence this project?

My children, Donald and Ivanka, have always been huge fans of SoHo, so they needed little convincing that this was the spot for a Trump property.

Why did you choose SoHo?

Downtown Manhattan needs a luxurious environment like the one we're creating with Trump SoHo. Once I saw the views from the rooms, of uptown, downtown all the way to the Statue of Liberty, I was convinced that the site would be a success.

Can you describe the neighborhood around Trump SoHo at the corner of Spring and Varick?

SoHo offers the best of New York City. The most luxurious restaurants, art galleries, nightlife and high-end shopping are in walking distance of your room. The corner of Spring and Varick will become a destination for tourists and New Yorkers, which in turn, will help all businesses in the area.

Describe the recent growth of SoHo.

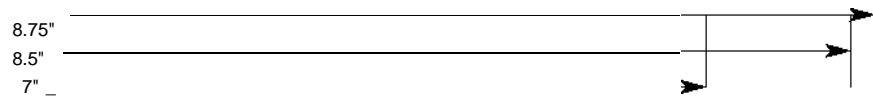
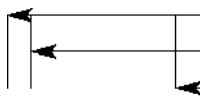
Every high-end retailer in the world has discovered that SoHo is the number one destination for visitors to New York. So naturally it is slowly becoming a hot spot for hotels. SoHo is the heart of New York- for art, fashion and nightlife. It's where the action is.

Describe an ideal visit to Trump SoHo

I would start my day with breakfast while I read the morning newspapers, then head down for more coffee and check out the swimmers on the veranda level. Escorted by an attendant to a massage, I would most likely choose a treatment developed exclusively for Trump SoHo guests. I might stroll down to Chanel and Prada if Melania is in the mood and then have lunch at Balthazar or another downtown favorite, Da Silvano. Then, it's back to Trump SoHo to take a quick meeting in the private guest library. A decadent dinner at our world-renowned restaurant and a private screening in the media room would be a perfect finish to a day at Trump So Ho.

TRUMP SOHO
HOTEL CONDOMINIUM NEW YORK

TRUMP SOHO
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FREQUENTLY ASKED QUESTIONS ABOUT HOTEL CONDOMINIUMS

What is a Hotel Condominium?

A hotel condominium at Trump Soho Hotel Condominium provides a unique opportunity to own an elegantly appointed hotel guestroom in Soho, New York. When not occupied, ownership of your guest room may include the opportunity to place your unit in a rental arrangement.

What are the benefits of owning a Hotel Condominium?

The hotel serves as a convenient in-town pied-a-terre for those seeking a second or even third home, but with the ability of having our hotel staff take care of your lifestyle and maintenance needs.

What are the expenses for a hotel condominium?

The expenses for a hotel guest room include monthly assessments for common elements and other shared expenses, other specific hotel maintenance expenses relating to upkeep, staffing, housekeeping and administration, utilities, real estate taxes, and principal interest on your mortgage, if any.

Can the purchase of a hotel condominium be financed?

Yes. The purchase of a hotel condominium can be financed. It is true with all loans, the lender's underwriting decision of whether to make the loan will be based on many factors, including the creditworthiness of the individual purchaser and the value of the unit being purchased.

Can a hotel room be purchased under a corporate name or LLC?

Yes. A unit at Trump Soho Hotel Condominium New York may be purchased in either a corporate or individual name.

How are the hotel rooms furnished?

World-renowned architect and designer David Rockwell of The Rockwell Group will design the interiors in each guestroom according to five-star luxury standards. The décor will be elegant and tasteful for all rooms throughout, and will include a luxurious expansive bathroom and discrete appliances and a bar area set in contemporary wood-veneered cabinets. The latest technology is also included with a flat-screen television, DVD and CD players and connections for high-speed Internet access. Owners will also have a private locked closet to keep personal belongings between stays.

Is the developer selling all of the hotel guest rooms?

Yes. The developer presently intends to offer all of the hotel rooms for sale.

What is the cost of the furnishings?

Interior designs and furnishings are included in the total purchase price.

What hotel services and amenities are available to owners?

During your stay, all hotel services and amenities will be available to you. These include everything from 24-hour room service to our extensive fitness center and spa. You may also enjoy evening turndown service, garment care, white glove service, and of course, a round-the-clock concierge to arrange theatre and airline tickets or dinner reservations.

Will Trump Soho Condominium Hotel be part of a worldwide reservation system? Yes. We are planning to use the reservation system of The Leading Hotels of the World.

When will the hotel open to the public? How many guest rooms will there be? The hotel is intended to open in the fourth quarter of 2008. There will be 413 guest rooms.

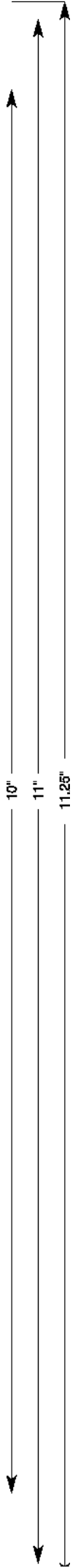
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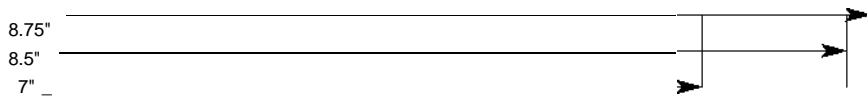
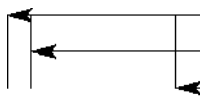
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TRUMP SOHO

HOTEL CONDOMINIUM NEW YORK

THE ARCHITECTS' VISION -THE TRUMP SOHO HOTEL

Located at the intersection of Tribeca and SoHo in the emerging Hudson Square neighborhood of Manhattan, The Trump SoHo Hotel will be the area's first luxury hotel-condo project.

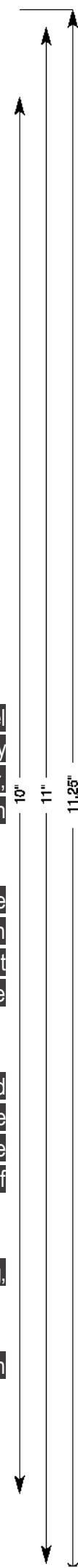
The 386,000-square-foot tower, clad in a silver-glass curtain wall, will rise 45 stories from the corner of Spring and Varick Streets. Hotel guestrooms will range in size from 400 to 840 square feet, with the top three levels planned for presidential suites. Guests will enjoy unparalleled views to the Hudson River, Lower Manhattan, the East River, and Midtown. The building amenities include a restaurant, bar, guest lounge, library, banquet and meeting facilities, and spa and fitness center with connection to an outdoor swimming pool and sun deck on the top level of the five-story podium. The project will also include ground-level retail space.

As a 24-hour building type, hotels have the unique ability to activate the streetscape as well as distinguish the skyline. The intent of the building design is to express this internal, dynamic life and its relationship to its urban surroundings by creating a singular material expression revealing the public theater of the hotel public spaces through clear glass while concealing the more private functions with translucent glass. The banquet level will be clad in glass with a metal-mesh interlayer and colored glass accents, both revealing and concealing the ever-changing life of its interior.

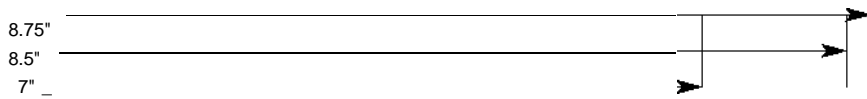
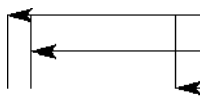
Above the podium, the tower reaches skyward 480 feet to capture the breathtaking views of the surrounding neighborhood and beyond. Within the body of the tower, select vistas from the hotel suites are "captured" from urban-scaled windows projecting out from the face of the tower. Behind each of these facade elements are larger guestrooms enclosed in crystal-clear glass, which face four unique panoramas: the expansive landscape of the sundeck and pool, the horizon of the Hudson River, New York Harbor and the Statue of Liberty to the southwest, and the Empire State Building to the northeast.

Along the eastern edge of the site, connecting Spring and Dominick Streets, a public plaza animates the property with landscaping, decorative lighting, and seating, further providing opportunities for the hotel and its guests to interact with the neighborhood.

The Trump SoHo Hotel is the third project in the Hudson Square area by Handel Architects. In 2004, the firm completed 505 Greenwich Street, which was awarded a 2006 Housing Design Award from the Boston Society of Architects and the AIA New York Chapter.



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TRUMP SOHO

HOTEL CONDOMINIUM NEW YORK

THE OWNERS/DEVELOPERS & HOTEL OPERATIONS

THE TRUMP ORGANIZATION

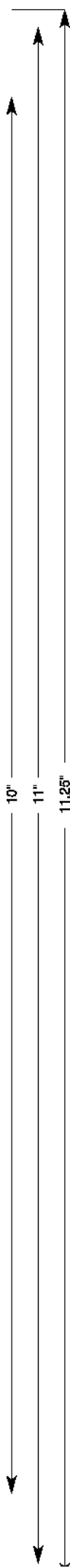
Donald J. Trump established The Trump Organization in 1980 as the umbrella organization for all of his real estate developments and other corporate affiliates. The Trump Organization will handle the operations of Trump Soho Hotel Condominium. The Trump Organization is currently developing residential, hotel and golf club projects in Chicago, Las Vegas, Los Angeles, Miami, Fort Lauderdale, Toronto, the Caribbean, Westchester, New York, New Jersey, Philadelphia, Panama, Scotland, and Dubai. Donald J. Trump introduced the hotel condominium concept with Trump International Hotel & Tower on Central Park West in New York.

THE BAYROCK GROUP LLC

Bayrock Group LLC, www.bayrockgroup.com, is an international real estate investment and development company, specializing in luxury residential, commercial, resort, hotel, and mixed-use projects. In the United States, Bayrock is currently developing projects in New York, Florida and Arizona. Through its affiliate Rixos, Bayrock also owns and manages six luxury resorts on the Mediterranean Sea and throughout Europe.

THE SAPIR ORGANIZATION

The Sapir Organization is a New York-based real estate holding and development company with over 7 million square feet of prime Manhattan commercial office space. The company owns 11 Madison Ave, 260 Madison Avenue, 261 Madison Ave, 100 Church Street, 2 Broadway, 384 Fifth Ave, as well as two residential buildings - 50 Murray Street



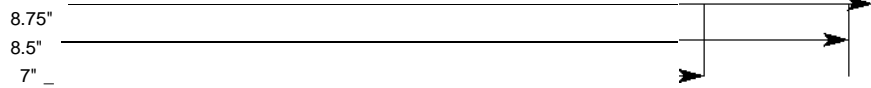
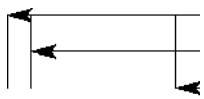
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and 53 Park Place, also located in lower Manhattan.

TRUMP SOHO

HOTEL CONDOMINIUM NEW YORK

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THE ARCHITECTS AND DESIGN TEAMS

HANDEL ARCHITECTS

Handel Architects is a full-service design firm with over 100 architects, interior designers, and LEED-accredited professionals in offices in SoHo and San Francisco. Founded in 1994, Handel Architects are recognized leaders in mixed-use, hotel, and residential design with over thirteen million square feet of space built.

Handel Architects has been recognized for design excellence with awards from the American Institute of Architects, the Boston Society of Architects, the Urban Land Institute, the Congress for the New Urbanism, and the National Commercial Builders Council. Recent Handel projects include the Grand Millennium, the Ritz-Carlton Downtown and 255 Hudson Street in New York City; the Four Seasons Miami and San Francisco and a new W Hotel in Santiago, Chile.

THE ROCKWELL GROUP - INTERIOR DESIGN

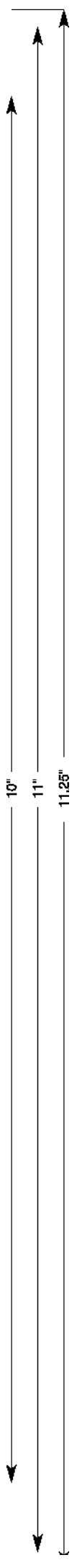
Rockwell Group takes a cross-disciplinary approach to its inventive array of projects. Based in downtown New York, this innovative, internationally acclaimed architecture and design firm specializes in hospitality, cultural, healthcare, educational, theater and film design.

Crafting a unique and individual narrative concept for each project is fundamental to Rockwell Group's successful design approach. From the big picture to the last detail, the story informs and drives the design.

Rockwell Group's work has received numerous awards and has been featured in: Architecture, Architectural Record, Domus, I.D. Magazine, Interior Design, Interiors, USA Today, Chicago Tribune, New York Magazine, Time, Newsweek, and many others. David Rockwell was named Designer of the Year by Interiors and inducted into Interior Design's Hall of Fame.

TRUMP SOHO

HOTEL CONDOMINIUM NEW YORK



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