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For Immediate Release

DONALD TRUMP & PIXEL TRADE
ENTER INTO AN AGREEMENT

SEPTEMBER 20, 2011 NEW YORK, NY – Trump Drinks Israel LLC an affiliate of The Trump Organization and Pixel Trade (2009) Ltd. have come to an agreement to allow Pixel to exclusively manufacture, market, sell and distribute Trump branded vodka and energy drinks for the Israeli and the Palestinian authority market.

“We are pleased to be partnered with Pixel to create vodka and energy drinks tailored specifically to the Israeli market. Israel’s demand for high quality products and attraction to powerful brand names is a wonderful platform for the Trump brand,” says Cathy Hoffman Glosser, Executive Vice President of Global Licensing for The Trump Organization.

Israel remains one of the world leaders in vodka consumption, with vodka being the largest-selling spirit in the country.

Under this new licensing arrangement, Pixel will work with Trump to expand the Trump vodka business in Israel. Products will include Trump Super Premium Vodka, flavored vodka and energy drinks.

The Trump Organization

The Trump Organization encompasses global real estate development and global licensing, sales and marketing, property management, golf course development, entertainment, entertainment and product licensing, brand development as well as restaurants and event planning. Donald J. Trump is the Chairman and President of The Trump Organization, a privately held company in New York. For more information, visit www.trump.com.

Pixel Trade (2009) Ltd.

Pixel is a privately held company in Israel and a part of the Eliyahu group, which holds and markets different brands of drinks in Israel and Europe. Pixel manufactured, marketed and distributed the Trump products in Israel since the second half of 2010 with great success in the Israeli Vodka market. Pixel has a wide network of distributors. For more information, visit www.trump.co.il.

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