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For Immediate Release

Trump Home™ and Serta® Introduce a New Collection of Mattresses

February 5, 2009, New York, NY ó The Trump Organization and Serta International are pleased to announce a new partnership to produce an exclusive collection of mattresses. The mattresses will be part of the already successful Trump Home Collection, which includes floor fashion, furniture, lighting and room décor.

Inspired by the world-renowned property developer and billionaire Donald J. Trump, Trump Home is designed to offer consumers an affordable way to incorporate the luxury and style of the Trump lifestyle into their homes. The collection of Trump Home mattresses is designed to bring a luxurious and rejuvenating sleep experience to consumers at affordable prices.

“We are very proud to be part of the expansion of Trump Home into mattresses,” said Bob Sherman, President of Serta. “The new mattress collection reflects the quality, sophistication and attention to detail signature to Trump Home and is a perfect complement to the successful Trump Home bedroom furniture collections.”

The Trump Home mattress collection is currently available for select and exclusive Serta retailers by region.

“Trump Home offers consumers a tangible way to experience the luxurious Trump lifestyle in their own homes and live richly without spending a fortune,” states Donald J. Trump, Chairman and President of The Trump Organization. “We are thrilled to partner with Serta. The new mattress collection offers the consumer comfort, quality and a great night’s sleep.”

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).

Serta International

Serta is a bedding brand leader and the manufacturer of the best selling premium mattress in America, The Serta Perfect Sleeper®, the upscale Perfect Day® collection and the elegant Vera Wang by Serta® Collection. For more information, visit, www.serta.com <<http://www.serta.com>>. As the leading provider of mattresses to the hospitality industry, Serta partners with hotel groups such as Hilton Hotels, Marriott, Intercontinental Hotels Group, Bellagio Hotel, Wyndham Hotels, Omni Hotels, Choice Hotels, Accor Hotels and many more.

Serta has 23 U.S. and four Canadian manufacturing plants. In addition, Serta is distributed internationally in 60 other countries. With its worldwide network, Serta is able to respond quickly to customers' needs while still preserving strict control standards to ensure the highest quality products.

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