

## TRUMP SOHO HOTEL CONDOMINIUM NEW YORK LAUNCHES

### *ULTRA- LUXURY LIFESTYLE MEETS SOHO*

**FOR IMMEDIATE RELEASE - New York, NY** . Donald J. Trump, Bayrock Group LLC and The Sapir Organization have announced the launch of ***Trump SoHo Hotel Condominium New York***. This exclusive property at 246 Spring Street is the only luxury hotel condominium in Manhattan's fashionable SoHo neighborhood.

Trump SoHo Hotel Condominium New York will offer one of the most luxurious hotel experiences available anywhere in the world,+states Donald J. Trump.

The exterior of Trump SoHo has been designed by the renowned firm Handel Architects. Led by Gary Handel and partner Frank Fusaro, the contemporary architecture for this striking glass tower that rises to a height of 46 stories brings a new definition of luxury hotel design to the SoHo neighborhood. Owners and guests will enjoy panoramic 360-degree views of the city. An outdoor garden will feature exquisite landscaping, decorative lighting and spacious seating areas. Building amenities will include a world-class restaurant, 24-hour room service, an intimate library and wine cellar, business center, SoHi (a private rooftop club), a full-service lobby, ground-level bar and several conference spaces. In addition, Trump SoHo will feature a pool deck with cabanas and a full-service bar, a luxurious spa and state-of-the-art fitness center.

Internationally acclaimed architecture and design firm Rockwell Group has modeled the spaces at Trump SoHo on a personalized, fully-serviced lifestyle experience. From a stroll in the exquisitely landscaped garden or afternoon tea in the sumptuous lobby to relaxing on the sunny pool deck and taking breakfast in the library, owners will have the opportunity to enjoy amenities that transcend luxury. Each hotel condominium unit will fuse classically inspired interiors with contemporary New York urban living design and luxe materials.

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We are thrilled to be partnering with The Trump Organization and Bayrock Group to bring a new standard of luxury, amenities and lifestyle to the most exciting market in the country,+stated Alex Sapir, President of The Sapir Organization.

After many years of work with The Trump Organization on various projects, we are delighted to be delivering the Trump standard of luxury and lifestyle to SoHo, adds Tefvik Arif, Chairman of Bayrock Group.

Of the 400 hotel condominium units, there will be 141 deluxe suites, 253 studio suites, 5 penthouse suites and 1 Presidential Suite. Some studios and deluxe suites can be combined to create luxurious 2-bedroom suites. Units will range in size from approximately 422 to 905 square feet with expansive penthouses and the Presidential Suite on the three highest floors. Owners will be able to choose from a range of panoramic views including the Hudson River, Statue of Liberty, Empire State Building and the expansive Manhattan skyline.

In addition to the luxuriously appointed units, owners and guests at Trump SoHo can expect evening turndown service, garment care, white glove service, the resources of an on-site concierge and security.

For more information on Trump SoHo Hotel Condominium New York, please visit [www.TrumpSoho.com](http://www.TrumpSoho.com) or call 212-965-0008.