



For immediate release

Serta® and The Trump Organization Introduce the Trump Home™ Luxury Mattress Collection

New collection extends Trump Home mattresses into premium price points

Hoffman Estates, IL (April 1, 2010) – Serta and The Trump Organization are introducing a new mattress collection called Trump Home Luxury that will debut at the 2010 High Point market. This new collection is the latest addition to the successful Trump Home brand, which includes furniture, room décor and lighting.

“We are thrilled to be expanding our successful partnership with Serta by collaborating on the new Trump Home Luxury Collection. The line allows consumers to indulge in all the luxuries of a premium mattress at an affordable price point,” says Cathy Hoffman Glosser, Executive Vice President of Global Licensing for The Trump Organization.

Serta introduced the first Trump Home mattress collection in 2009 at the price point range of \$799 - \$1499, appealing to the consumer that wanted to bring a piece of the Trump lifestyle home at an affordable price. The new Trump Home Luxury mattresses extend the collection into the premium category with a price point range of \$1699 - \$2999.

“The Trump Home Luxury collection is a natural extension for the Trump Home brand and will allow our retailers to sell the Trump lifestyle across a wide range of price points,” says Maria Balistreri, Vice President of Brand Management for Serta. “Our retailers have had great success with Trump Home, and now they can reach a new segment of consumers that are willing to invest further in a more luxurious night’s sleep.”

The Trump Home Luxury mattresses feature Serta’s 924 FreeFlex® innerspring unit with select models featuring an additional layer of individually wrapped Pillow Soft™ coils on top of the FreeFlex unit. This state of the art innerspring system is designed to deliver superior support to every dimension of the body while working to reduce motion transfer that can disrupt sleep. The collection also boasts a variety of advanced comfort features including Serta’s Smart Support™ technology in the top model, KoolComfort™ Memory Foam, Latex Foam and Advanced Comfort Quilt®. The mattresses feature luxury materials in the mattress covers such as silk, cashmere, merino wool and mercerized cotton to further add to the ultra luxurious experience.

Additionally, the top of the line mattress in the Trump Home Luxury collection is available in a Dual Comfort model. This option allows retailers to maximize their retail floor space while offering today’s consumer a way to sleep comfortably when a partner has a different comfort preference.

Serta and The Trump Organization will create a turnkey marketing support package for retailers carrying the Trump Home Luxury collection. Included will be beautiful new product photography taken onsite at the Trump International Hotel & Tower® Chicago during a unique outdoor, evening photo shoot.

Retailers can see the new Trump Home Luxury Collection at the 2010 High Point market by contacting their local Serta sales representative for an appointment.

About Serta:

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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About 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. The product licensing division of the company has selectively granted licenses for the manufacture and distribution of product under the Donald J. Trump Signature Collection brand (men's suiting, dress shirts, neckwear, jewelry and accessories, small leather goods, cold weather accessories and eyewear) and the Trump Home brand (furniture, room décor, lighting and mattresses). In addition, licenses have been granted for gourmet chocolate, coffee and premium spirits. 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.

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HOME™



Luxury



Photographed at Trump International Hotel & Tower® Chicago.