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For Immediate Release

**The Trump Organization and Talbot Teas Partner
To Introduce a Collection of Gourmet Tea**

NEW YORK, NY 6 August 17, 2010 6 The Trump Organization and Talbot Teas, a leading purveyor of upscale gourmet teas, are pleased to announce the launch of **Trump Tea™**, a premium line inspired by the luxury and sophistication synonymous with the Trump brand. This collection of gourmet teas includes four proprietary, whole leaf tea blends created by Talbot Teas' master blender Shane Talbot.

"We are thrilled to be partnering with Talbot Teas on this collection of tea which offers the opportunity to indulge in an affordable way. Our mission was to create unique blends that would make the tea-drinking experience both relaxing and luxurious," stated Cathy Hoffman Glosser, Executive Vice President of Global Licensing for The Trump Organization.

All four gourmet blends have been created exclusively for the Trump brand, and offer delicious and indulgent flavors, providing the consumer the luxurious tea experience that Talbot Teas is known for.

The **PARK AVENUE** blend is inspired by the classic Upper East Side New York experience. Exquisite orange and raspberry teas are blended with the most precious of white tea leaves to create a naturally sweet tea with a silky texture that is rich in antioxidants.

The **UNION SQUARE** blend envelops you in the warmth of this robust blend of whole-leaf estate Assam black tea. With bourbon vanilla bean for smoothness and hints of cocoa for richness, this blend is the perfect recipe for sheer indulgence.

The **MAR-A-LAGO** variety is characterized by relaxation and rejuvenation. Lush with anti-oxidants and succulent fruit, this whole leaf Sencha green tea is sure to awaken the senses.

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The **WESTCHESTER** blend unifies antioxidant-rich organic blueberries, bringing priceless elegance to an assortment of soothing herbs and delectable fruits. A blend of rosehips, hibiscus, and elderberry add depth and character to this wonderfully luxurious blend.

Like all things Trump, attention to detail was an important component in the development of **Trump Tea**. Each premium tea blend is packaged in a luxury keepsake tin, filled with silky pyramid sachets of all natural whole leaf tea and organic ingredients. Stately tins are embossed with gold detail. "Trump Tea is a luxury experience from the moment you open the tin to the first sip from your cup," says Shane Talbott, Founder of Talbott Teas.

The **Trump Tea** collection will be available at select retailers beginning Fall 2010 and will retail between \$12.95 and \$14.50. For more information, please visit www.TrumpTea.com.

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 and eyewear) and the Trump Home brand (furniture, room décor, lighting and mattresses). In addition, licenses have been granted for gourmet chocolate, tea 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.

Talbott Teas, LLC

Talbott Teas, headquartered in Chicago, IL, is a premier designer and master blender of unique luxury tea blends. Talbott Tea products are distributed nationwide to select retailers. Talbott Teas is a proud member of the National Association of Specialty Food Trade. For more information, please visit www.TalbottTeas.com.

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