



**Contacts:**

Jill Cremer  
The Trump Organization  
212-832-2000

David Hooks  
SimDag-RoBEL, LLC  
813-417-8520

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**DONALD J. TRUMP TO PARTNER WITH SIMDAG-ROBEL IN DEVELOPING  
A NEW RESIDENTIAL CONDOMINIUM TOWER IN DOWNTOWN TAMPA**

**NEW YORK, NY – January 10, 2005** – Donald J. Trump announced today plans for a 52-story, ultra-luxury condominium in downtown Tampa, Florida, to be called Trump Tower Tampa. The project will be developed in a partnership with local Tampa Bay-area developers SimDag-RoBEL, LLC. Trump Tower Tampa will be Mr. Trump's first project, as well as the tallest residential building, on the Gulf of Mexico.

"We are developing a signature landmark property so spectacular that it will redefine both Tampa's skyline and the market's expectations of luxurious condominium living," stated Trump. "Trump Tower Tampa will undoubtedly have a phenomenal impact on the city."

The \$220-million development will be located on a prime site at 111 South Ashley Drive along the Hillsborough River in the heart of Tampa's financial district. The building will feature 190 condominium and penthouse residences ranging in size from 1,100 to 4,150 square feet and priced from \$700,000 to over \$5.5 million.

Owners will have such privileges as concierge and valet services, a conference room/business center, a party room with a catering kitchen, a fitness center and spa, a restaurant, retail shops, serviced suites for overnight guests, private elevator lobbies, billiards and game rooms and state-of-the-art security services. The residential lobby and other spaces will feature exotic wood finishes, imported marble floors with inlaid onyx highlights and a fine art collection.

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Donald J. Trump established The Trump Organization in 1974 as the umbrella organization for all of his real estate developments and other corporate affiliates. No other real estate company has established the international brand identity that Trump has created. In addition to being the largest developer in New York, Mr. Trump is currently developing residential, hotel and golf club projects in Chicago, Los Angeles, Toronto, Phoenix, Las Vegas, Miami, the Caribbean, Westchester, NY, Bedminster, NJ and Seoul, South Korea.