

EXHIBIT 1



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For Release January 10, 2005

**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 1.5-acre site at 111 South Ashley Drive along the Hillsborough River in the heart of Tampa's financial and cultural districts. The building will feature 190 condominium and penthouse residences ranging from 1,991 square feet to 6,150 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.

(MORE)

TRUMP TO DEVELOP NEW TOWER IN TAMPA ... page 2

"I appreciate Mr. Trump's investment in Tampa," said Mayor Pam Iorio. "This is an exciting residential project along our Riverwalk and will add greatly to building a vibrant downtown neighborhood."

"Mr. Trump continually sets new standards in every market he enters," stated Dr. Howard Howell, a partner in SimDag-RoBEL, LLC. "Our partnership will assure a luxurious, sophisticated and elegant lifestyle unlike anything that currently exists in, or is planned for, the Tampa Bay area."

Jody Simon, also a SimDag-RoBEL partner, added, "This project, at this time, in this location, is exactly the right catalyst to accelerate our downtown development and further establish Tampa as one of the nation's most desirable cities. The location – where the Hillsborough River meets the bay – is ideal for a development of this caliber. Every unit will feature beautiful views of the water and our spectacular sunsets."

Trump Tower Tampa is designed by the prominent Tampa-based firm of Smith Barnes Santiesteban Architecture, Inc. The project will be built by Turner Construction, one of the nation's leading general contractors and the most experienced builders of high-rise developments in Florida.

SimDag-RoBEL, LLC is a partnership of five successful, Tampa Bay-area real estate veterans: Dr. Howard Howell, Patrick Sheppard, Frank Dagostino, Jody Simon and Robert E. Lyons. The partners have completed over 1,000 luxury condominium and townhouse projects in the Tampa Bay market.

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.

Further information on Trump Tower Tampa is available online at www.trumptowertampa.com.

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THE SATELLITE FEED CONTAINS:

B-Roll: Donald Trump signing contract for Trump Tower Tampa with representatives from Tampa-based development company SimDag-RoBEL; other residential Trump properties; Trump Tower Tampa logo; rendering of Trump Tower Tampa building

SOT: Donald Trump of The Trump Organization; Jody Simon and Dr. Howard Howell of SimDag-RoBEL

FEED DATE: Monday, January 10, 2005

FEED TIME: 3:30 p.m.- 3:45 p.m. EST

COORDINATES: C BAND: IA (formerly Telstar) 6 (C) /TRANSPONDER 16 /AUDIO 6.2 & 6.8

DL: 4020 (H)

RE-FEED DATE: Tuesday, January 11, 2005

RE-FEED TIME: 10:00-10:30 a.m. EST (Fed in Rotation)

COORDINATES: C BAND: IA (formerly Telstar) 5 (C) /TRANSPONDER 19 /AUDIO 6.2 & 6.8

DL: 4080 (V)

Produced for: The Trump Organization and SimDag-RoBEL, LLC

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