



For Immediate Release

DONALD J. TRUMP & ELK LIGHTING
TO LAUNCH TRUMP BRANDED RESIDENTIAL LIGHTING LINE

NEW YORK, NY OCTOBER ---, 2006— The Trump Organization is pleased to announce an agreement with ELK Lighting, Inc to manufacture and market Trump Home branded lighting. The addition of lighting to the Trump Home collection will include chandeliers, sconces, floor lamps, table lamps, vanity lighting and home office lighting.

Trump Home lighting will be launched in June 2007 at the Dallas International Lighting and Accessories show, and will be available at the finest lighting showrooms throughout North America.

Distinguished by high quality, style and sophistication associated with the Donald J. Trump brand, the lighting collection will be created by the award winning ELK Lighting design team.

“Lighting should be seen as ‘jewelry’ for the home and the office”, explains Bradford Smith, CEO of ELK Lighting. “The use of lighting can enhance the mood and the character of a room, and can be a stunning fixture”.

Inspired by Mr. Trump’s personal collection of furniture and antiques at his various properties, Trump Home lighting will provide consumers with a taste of luxury in their own homes and offices. “Affordable opulence, attention to detail and high quality are integral components of our lighting products”, says Cathy Glosser, VP of Global Licensing at The Trump Organization.

Trump Home is the latest initiative for Donald J. Trump, designed to provide the consumer with high-end style and affluent design for the home, at an affordable price. Trump lighting will compliment other categories that the Trump brand is expanding in home.

The Trump Organization

The Trump Organization encompasses global real estate development and global licensing, sale and marketing, property management, golf course development, entertainment and product licensing and brand development. Donald J. Trump is the chairman and president of the Trump Organization, a privately held company in New York. (www.Trump.com)

Elk Lighting, Inc

ELK Lighting Inc. (www.elklighting.com) headquartered in Nesquehoning, PA is a premier designer and importer of indoor and outdoor residential, designer and commercial lighting products. The company founded in 1983 markets over 2,000 products. Products are marketed under ELK Lighting, Mountain Lake Lighting, Historic Royal Palaces, Biltmore Estates, and Mary Kate and Ashley brands and marketed to a network of lighting showrooms, electrical wholesale distributors, department stores and specialty home improvement companies throughout North America. ELK Lighting is also a proud member of the American Lighting Association.