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STEARNS & FOSTER® DEBUTS TRUMP LUXURY SLEEP SYSTEMS AT TRUMP INTERNATIONAL HOTEL & TOWER® CHICAGO

TRINITY, N.C.—The new **Trump by Stearns & Foster®** Plush Pillowtop will make its debut as the exclusive sleep system of the **Trump International Hotel & Tower Chicago**. Crafted with exacting standards by Stearns & Foster, the new sleep system delivers the level of luxury that is equated with the Trump lifestyle.

The plush pillowtop mattress of the Trump by Stearns & Foster sleep system is covered in a two-tone, off-white luxurious knit accented with gold piping. It will be manufactured in queen and king sizes.

“We are committed to delivering the highest level of service, style and exclusivity to our guests and residents,” explained Jim Petrus of Trump International Hotels. “We have found a perfect fit with Stearns & Foster because of its longstanding reputation for incomparable quality and elegant comfort.”

“In keeping with our policy of fulfilling any guest request, we would certainly facilitate the seamless purchase of a Trump by Stearns & Foster Plush Pillowtop sleep system,” Petrus added.

With a heritage of more than 160 years, Stearns & Foster flawlessly blends timeless elegance and innovative technology to create exquisite, world-class sleep systems trusted by hotels of distinction to help them surpass the expectations of their most discriminating guests.

Comfort Layers. The mattress is crafted from the finest materials, including elegant silk and sumptuous wool fibers, zoned convoluted foam, and multiple layers of proprietary Flawless Foam. Guests will feel rich, luxurious comfort, contouring support, and long-lasting resilience on the Trump by Stearns & Foster.

Edge Support System. The LIFE (Liquid Injected Foam Encased) edge support system is a solid yet flexible shell that envelops the Stearns & Foster innerspring system, maximizes the sleep surface, and enhances the comfort, support and durability of the mattress.

Boxspring. The Trump by Stearns & Foster sleep system uses an UltraSteel™ working boxspring that absorbs shock and properly distributes weight. When combined with the superior support of the Stearns & Foster innerspring, this combination yields a more luxurious and conforming sleep set and increases the comfort life of the mattress.

“Every element of the Trump by Stearns & Foster Plush Pillowtop is designed to work in harmony to indulge guests with an ultra-luxury sleep experience,” confirmed Mark Akerman, Vice President of Global Contract Sales & Export for Sealy, Inc.

The Trump by Stearns & Foster Plush Pillowtop will also be the exclusive sleep system at **Trump International Hotel™ Las Vegas** when it opens its doors in Spring 2008.

About Sealy Inc.

Sealy is the largest bedding manufacturer in the world with sales of nearly \$1.6 billion in 2006. The company manufactures and markets a broad range of mattresses and foundations under the Sealy®, Sealy Posturepedic®, Stearns & Foster®, and Bassett® brands. Sealy operates 25 plants in North America, and has the largest market share and highest consumer awareness of any bedding brand on the continent. In the United States, Sealy sells its products to 2,900 customers with more than 7,000 retail outlets. Sealy is also a leading supplier to the hospitality industry. For more information, please visit www.sealy.com or www.sealycontract.com.

About Trump International Hotel & Tower Chicago

Trump International Hotel & Tower Chicago, located in the heart of the city on Wabash Avenue, welcomed its first hotel guests in January 2008. The hotel, comprising floors 14-27 of a 92-story residential tower in development by the Trump Organization, features 339 luxuriously appointed guestrooms including one-, two- and three-bedroom suites; Sixteen, a fine dining restaurant featuring the modern American cuisine of Executive Chef Frank Brunacci; distinctive meeting and event space; signature Attaché service and more. The Trump Health Club and The Spa at Trump® will open March 2008; Rebar, the lounge, will open April 2008 and fifty-three spa guestrooms will be unveiled Summer 2008. Designed by the noted architectural firm of Skidmore, Owings & Merrill with interiors by McGinley Design, **Trump International Hotel & Tower Chicago** promises to be a stunning addition to Chicago’s distinguished skyline. For room and event reservations at **Trump International Hotel & Tower Chicago**, call (312) 588-8000, (877) 458-TRUMP (7867) or visit www.trumpchicagohotel.com.

About Trump® Hotel Collection

Launched in October 2007, Trump® Hotel Collection is the next generation of luxury hospitality – one that is raising the bar in the top-tier travel experience with a level of customized service unrivaled in the market today. Presided over by internationally renowned developer Donald J. Trump and his three grown children – Donald Jr., Ivanka and Eric – the prestigious portfolio includes the highly acclaimed Trump International Hotel & Tower® New York, Trump International Hotel & Tower® Chicago and Trump International Hotel™ Las Vegas. Joining Trump® Hotel Collection in the second half of 2009 are Trump Soho™ New York and Trump International Hotel & Tower® Waikiki Beach Walk®. Additional hotel projects are under development around the globe, including Toronto, Panama, Dubai, Cap Cana, Scotland and New Orleans. Trump® Hotel Collection, a division of The Trump Organization, is headquartered at Trump Tower, 725 Fifth Avenue, New York, NY 10022.

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