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## **StadiumTRAY™ and Comcast-Spectacor Arenas Team With Trump Casino Resorts To Serve Brand in Philadelphia Market**

### **World Class Resort's Selection of StadiumTRAY Validates Powerful, Local Marketing Capabilities of Spectator Advertising Solutions' Promotion Platform**

Kennesaw, GA April 27, 2004 – Highlighting the dynamic marketing capabilities of Spectator Advertising Solution's StadiumTRAY™, Trump Casino Resorts, Inc. (THCR) is utilizing the unique sponsorship advertising platform at Comcast-Spectacor facilities in Philadelphia to drive its business locally by placing its brand and message in the lap of thousands of fans at the Wachovia Complex.

StadiumTRAYs distributed throughout the Aramark operated concession stands in the Wachovia Complex will promote the Trump Taj Mahal Casino Resort, Trump Marina Hotel Casino located in Atlantic City, NJ and the Trump Plaza Casino Hotel.

Commenting on the power of local marketing and StadiumTRAY's ability to increase business, THCR's Kathleen McSweeney, Senior Vice President of Casino Hotel Marketing, notes, "We like to support the Philadelphia market and its sporting events. The visibility from StadiumTRAY will be quite positive. They've done an excellent job in communicating our message and our brand."

THCR targets audiences within a 250 mile radius of its casinos and resorts, says McSweeney, and at some future date "may change our branding strategy with StadiumTRAY to include the bounce back promotions we like to offer including free token and buffet offers at the resorts or hotel room discounts."

According to Joe Croce, Senior Vice President of Sales for Comcast-Spectacor, owner operators of the Wachovia Complex, "StadiumTRAY is a great way for THCR to make

an immediate brand impact with Comcast-Spectacor and the Wachovia Complex. The fans at our facilities will be impressed with the quality of the tray while THCR receives terrific brand awareness with each patron for an extended period of time.”

“We are thrilled to help bring this outstanding facility together with THCR’s worldwide-recognized resorts and casinos,” says George Poston, CEO and founder of Spectacor Advertising Solutions. “We’re looking forward to expanding the relationship to include some of the special offers Kathleen describes because StadiumTRAY is an excellent vehicle to deliver value added promotional materials with measurable results to fans attending sporting and entertainment events.”

### **About Trump Taj Mahal Hotel Casino & Resort**

THCR is a leading gaming company that owns and operates four properties and manages one property under the Trump brand name. THCR’s owned assets include Trump Taj Mahal Casino Resort and Trump Plaza Hotel and Casino, located on the Boardwalk in Atlantic City, New Jersey, Trump Marina Hotel Casino located in Atlantic City’s Marina District and the Trump Casino Hotel, a riverboat casino located in Gary, Indiana. In addition the Company manages Trump 29 Casino, a Native American owned facility located near Palm Springs, California. Together the properties comprise approximately 452,360 square feet of gaming space and 3180 hotel rooms and suites. The Company is the sole vehicle through which Donald J. Trump conducts gaming activities and strives to provide customers with outstanding casino resort and entertainment experiences consistent with the Donald J. Trump standard of excellence.

### **About Comcast-Spectacor**

Comcast-Spectacor ([comcast-spectacor.com](http://comcast-spectacor.com)) is the Philadelphia-based sports and entertainment firm which owns the Philadelphia Flyers, the Philadelphia 76ers, the Philadelphia Phantoms, the Wachovia Center, the Wachovia Spectrum, Flyers Skate Zone community ice skating and ice hockey facilities, Comcast SportsNet, and three minor league affiliates of the Baltimore Orioles - the Bowie Baysox, the Delmarva Shorebirds and the Frederick Keys. Comcast-Spectacor is also the principal owner of Global Spectrum, the public assembly facilities management firm with more than 35 facilities throughout the United States and Canada, Ovation Food Services, a food and beverage services provider, and Patron Solutions, a full-service ticketing and marketing product for public assembly facilities.

### **About StadiumTRAY™**

StadiumTRAY™ is a powerful new advertising medium that puts corporate brands and advertising messages right in the laps of target audiences – literally. Produced by Spectacor Advertising Solutions of Kennesaw, GA., the versatile StadiumTRAY™ is provided free to sports and entertainment fans with the purchase of each food or beverage item sold at sponsored sports and entertainment events serviced by the largest concessionaires in America including Sodexo, Aramark, and Boston Concessions Group. The Company’s manufacturing partner, Pratt Industries, insures only the highest quality materials are used to produce StadiumTRAYs.

StadiumTRAY™ is used at professional and college sports venues including Turner Field, American Airlines Center, Wachovia Center, Ball Park at Arlington, The Pepsi Center, Philips Arena and NCAA Universities that include Georgia Tech, Auburn, Arkansas, Texas Tech T.C.U. S.M.U. Vanderbilt, Marshall and The Naval Academy. The Company's website is located online at [www.stadiumtray.com](http://www.stadiumtray.com)