

TRUMP HOTELS™

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TRUMP HOTELS NAMES NEW LIFESTYLE BRAND SCION

NEW YORK – September 28, 2016 – Trump Hotels™ today revealed the official name and concept details for its much-anticipated new hotel brand, Scion®.

Scion, which means “descendant of a notable family,” is a multi-faceted lifestyle brand developed in response to the boom in social clubs and the “we” economy.

"Our business at Trump Hotels is stronger than ever and we are incredibly excited about the future of Scion, the newest brand in our hotel portfolio," said Ivanka Trump, Executive Vice President of Development & Acquisitions, The Trump Organization. "Under the leadership of our CEO, Eric Danziger, along with our world-class leadership team, we are so pleased to leverage our collective knowledge and experience to launch a brand that is vastly different from anything the industry has experienced before. We will develop this brand with the same determination and exacting standards we have become known for."

Scion is designed to connect and engage guests and others with compelling spaces and a strong sense of community. The brand will deliver locally relevant, meaningful and sought-after experiences to those looking for a sense of connection during their travels as well as when they return home.

"We wanted a name that would be a nod to the Trump family and to the tremendous success it has had with its businesses, including Trump Hotels, while allowing for a clear distinction between our luxury and lifestyle brands," said Trump Hotels Chief Executive Officer Eric Danziger.

He continued, "Trump Hotels has long been recognized as home to the most iconic and luxurious properties, where guests are treated to meticulous service and unparalleled experiences. Scion will bring the same 'never settle' philosophy to a new and different type of guest in more locations around the globe."

The brand is expected to develop in city and resort locations that have a true sense of place and personality.

"Fashioned with the developer and owner in mind, Scion is the solution for those looking for a brand that is relevant, lasting and offers a compelling return on investment," said Kathleen Flores, Trump Hotels Executive Vice President of New Brands and Innovation.

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About TRUMP HOTELS™

Launched in October 2007, Trump Hotels™ is a family enterprise with an unparalleled history of providing extraordinary customer experiences around the world. Our hallmarks include unique and inspired design at iconic hotels in renowned locations globally, complemented by fully focused and authentic personal service. Trump Hotels is founded and led by internationally renowned developer Donald J. Trump and his children, Donald Jr., Ivanka and Eric. In 2015, the Trump family brought on seasoned hotel industry veteran Eric Danziger as Chief Executive Officer of Trump Hotels. With a growth strategy to deliver exceptional hotel and resort offerings in key gateway cities and travel destinations around the world, Trump Hotels expands to Vancouver, Washington, D.C. and Rio in 2016. Soon, the brand will be in Asia for the first time with projects in Lido and Bali, Indonesia. Reservations can be made at www.TRUMPHOTELS.com or by calling (855) TRUMP-00 (855-878-6700). Connect with Trump Hotels on its [social media pages](#).

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