

From: **TRUMP UNIVERSITY**

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**DONALD TRUMP ESTABLISHES TRUMP UNIVERSITY;
FOCUS IS LIFELONG LEARNING FOR BUSINESS PROFESSIONALS
AND ENTREPRENEURS**

**TOP SCHOLARS FROM NORTHWESTERN, COLUMBIA, DARTMOUTH
JOIN TRUMP UNIVERSITY**

May 23, 2005, New York, N.Y. – Real estate mogul and TV star Donald Trump announced today the establishment of a new business education company focused on providing lifelong learning programs for business professionals.

Trump University will offer a rich mix of products and services, including online e-learning courses, multimedia home study programs, and a series of publications. These diverse offerings are geared to a broad range of consumers, from small business owners and entrepreneurs to investors and other professionals looking to advance their careers and to create wealth. Trump University's innovative, world-class business curriculum will be designed according to the Learning by Doing method. Content will be delivered through interactive learning experiences, including evaluating business plans, simulating real estate purchases, and developing marketing strategies.

Most importantly, Trump University will deliver the experience, knowledge, and wisdom of Donald Trump himself. The real-estate mogul's personal teachings, experiences and philosophies will be fully integrated into the curriculum. He will be featured in online video, the Trump University website, multimedia learning programs, and much more.

“In today's hyper-competitive business climate, the need for the highest quality education has become more crucial than ever,” said Trump. “But people are looking beyond the traditional business education model, which involves hours in the classroom and relies primarily on book learning. People need education fast and it has to be practical, something they can apply immediately to real-world business problems. Trump University's online courses and other learning products provide access to the leading practitioners and thinkers. Our aim is to give people the skills and knowledge they need to achieve success. University has started on the path to becoming the nation's top lifelong learning partner for the business professional.”

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Trump announced that Michael Sexton, an expert in accelerating the foundation and growth of early-stage companies, will serve as President of Trump University. As President, Sexton will set the strategic direction for the company and manage day-to-day operations.

The Trump brand represents “unrivaled success in the business world,” Sexton said. “Trump University furthers this legacy. We are redefining the way education is delivered and consumed by offering a practical, outcome-oriented curriculum that blends the best of a traditional business education with the most critical real-world training. Our faculty will consist of some of the world’s leading scholars and business people from a wide range of disciplines. Consumers will also have unprecedented opportunities to learn from Donald Trump himself.”

To ensure that Trump University maintains the highest standards, it has engaged the expertise of some of the best business minds from top academic institutions and has entered into partnerships with top scholars and individual corporations.

Roger Schank, professor emeritus and founder of the Institute for Learning Sciences at Northwestern University and one of the world’s top researchers of artificial intelligence, learning theory and cognitive science, has been appointed Chief Learning Officer.

As CLO, Schank will oversee the design and implementation of the e-learning curriculum. Schank, who has also taught at Yale University among other top institutions and is author of some 25 books, is a pioneer and innovator in applying the Learning by Doing philosophy to online education. “People know that they learn by doing precisely because they know that they can learn nothing of value without constant practice” said Schank.

Sexton announced also that three distinguished scholars, one from Dartmouth College, and two from Columbia University, have signed on as advisors and faculty members. They are John H. Vogel, Jr., adjunct professor of business administration and associate faculty director of the Allwin Initiative for Corporate Citizenship at the Tuck School of Business at Dartmouth; Jack Kaplan, adjunct professor of entrepreneurship in the Eugene M. Lang Center for Entrepreneurship at Columbia University and founder and president of Datamark Technologies Inc.; and Don Sexton, professor of business at Columbia University and founder and president of the Arrow Group, Ltd.

Together, they are working with Schank on curricula development, research, and content for Trump University, as well as implementing self-directed courses in their respective areas of expertise.

Sexton said that having Schank, Kaplan, Vogel, and Don Sexton (no relation) on board as advisors and faculty members goes a long way to attaining this goal. “Their outstanding amalgam of skills, from their keen intellect to their creative vision, has made an indelible impact in their respective disciplines, and will serve them and Trump University well as we strive to fulfill our mission.”

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He noted that Trump University is also engaging the expertise of a number of other top business minds from leading academic institutions, as well as entering into partnerships with individual corporations.

For more information on Trump University, visit www.Trumpuniversity.com or call 212-248-1800.