



Trump Entertainment Resorts Chooses Teradata and Compudigm Technologies for Strategic Business Development Initiatives; Leading Gaming Company Gains Customer Understanding to Improve Business Performance

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ATLANTIC CITY, N.J.--(BUSINESS WIRE)--May 22, 2006--Teradata, a division of NCR Corporation (NYSE:NCR), announced today that leading gaming company Trump Entertainment Resorts (Trump) (NASDAQ:TRUMP) will deploy data warehouse solutions from Teradata(R) and the Compudigm seePOWER(TM) gaming portfolio. The new technologies are being employed to help Trump streamline operations and are scheduled to be fully implemented before the end of the year.

Trump needed technology that could provide deeper customer understanding by leveraging enterprise data visualization, and needed to enhance reporting capabilities and performance analytics on a platform that could support their growing organization and business user requirements for more sophisticated analytics.

"Information is critical to success in the extremely competitive gaming business. We believe that insights from the Teradata and Compudigm solution will help our managers make better decisions faster and help grow our business," said Virginia McDowell, executive vice president and chief information officer of Trump Entertainment Resorts. "The Teradata/Compudigm solution also helps us to determine the optimal allocation of resources throughout the enterprise as we continue to seek new technological solutions for building the company and creating shareholder value."

Trump chose to install a Teradata data warehouse to better serve customers by providing managers information in a centralized environment. This data can then be analyzed and presented to the business users as a series of static- or active-data visualizations that show how the business is performing. These visualizations allow decision-makers to make accurate business assessments and adjustments to positively affect customer entertainment experiences and operational results.

"The management at Trump Entertainment recognizes the importance of leveraging detailed data to drive customer understanding, satisfaction and a process of continuous business improvement. The Teradata/seePOWER combination, with the power of advanced visual space analytics, is pivotal to ensuring the casino management team has the necessary technology to operationalize their use of the data warehouse," said Rob Berman, vice president of retail for Teradata.

About Trump Entertainment Resorts

Trump Entertainment Resorts, Inc. is a leading gaming company that owns and operates three properties. The company's properties include Trump Taj Mahal Casino Resort and Trump Plaza Hotel and Casino, located on the Boardwalk in Atlantic City, New Jersey, and Trump Marina Hotel Casino, located in Atlantic City's Marina District. The company is the sole vehicle through which Donald J. Trump, the company's chairman and largest stockholder, conducts gaming activities and strives to provide customers with outstanding casino resort and entertainment experiences consistent with the Donald J. Trump standard of excellence. Trump Entertainment Resorts, Inc. is separate and distinct from Trump's real estate and other holdings.

About Teradata Division

Teradata (www.teradata.com), a division of NCR Corporation (NYSE:NCR), is the global technology leader in enterprise data warehousing, analytic applications and data warehousing services. Organizations around the world rely on the power of Teradata's award-winning solutions to get a single, integrated view of their business to enhance decision-making, customer relationships and profitability.

About NCR Corporation

NCR Corporation (NYSE:NCR) is a leading global technology company helping businesses build stronger relationships with their customers. NCR's Teradata(R) data warehouses, ATMs, retail systems, self-service solutions and IT services provide Relationship Technology(TM) that maximizes the value of customer interactions and helps organizations create a stronger competitive position. Based in Dayton, Ohio, NCR (www.ncr.com) employs approximately 28,400 people worldwide.

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