



FOR IMMEDIATE RELEASE
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Win a 2010 Lexus IS Convertible this holiday season at Tropicana Casino & Resort, December 6

Atlantic City, NJ (August 24, 2009) – Tropicana will get your holidays off to a racing start with the chance to win a 2010 Lexus IS Convertible! Tropicana Casino & Resort announced today Diamond Club members can earn entries into the 2010 Lexus IS Convertible plus \$25,000 cash promotion September 14 through December 5, 2009.

For every 10 points Diamond Club members earn they will receive one entry into the drawing for the Lexus and \$25,000 in cash! The drawing will be held in Palm Walk on Saturday, December 6 beginning at 2pm with a \$10,000 cash winner, at 4pm a \$15,000 cash winner will be chosen and the grand prize winner will be announced at 6pm for the car! Winners must be present to win.

In addition to the Lexus and cash drawing, Diamond Club members can earn EZ Holiday Dollars beginning September 14 through November 30. EZ Holiday Dollars redeemed for EZ Slot Dollars or shopping in The Quarter from December 1 – 24 in The Quarter and Tropicana.

Diamond Club cards are free and can be obtained by visiting the Promotions Booth. For complete details on the promotion please visit the Promotions Booth. Certain restrictions apply. For all the latest casino promotions and tournaments visit www.Tropicana.net. Must be 21 or older. Bet with your head, not over it. Gambling Problem? Call 1.800.GAMBLER.

The Tropicana Casino & Resort is a 24-hour gaming destination located on the beach and Boardwalk. Featuring more than 2,100 rooms and suites and home of The Quarter, a 200,000 square foot entertainment complex, Tropicana is the premier resort in Atlantic City. With more than 20 restaurants, 25 shops, 12 bars and lounges, 2 pools, an IMAX Theatre and a spa, Tropicana is consistently rated as the “Must-See Attraction” in Atlantic City. For more information, visit the new official Web site at www.tropicana.net.

For more exclusive discounts, current information, pictures, and video, be sure to check out the Tropicana on the Web at www.facebook.com/Tropicana.AC or follow us on Twitter <http://twitter.com/TropicanaAC>.

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