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Contact: Diane Spiers or Courtney Birmingham
(609) 340.4029

Be a Part of the “Whole New Energy” at the Tropicana Casino & Resort

New Video and Photo Contest asks Guests to “Share the Energy”

Atlantic City, NJ (January 28, 2010) –There’s a whole new energy at the Tropicana Casino & Resort in 2010 - from the enhancements to casino product, promotions, entertainment and much more. In celebration, the Tropicana is launching a contest inviting consumers to submit videos and photos that showcase the fun, new energy they’ve experienced at the Tropicana.

The contest, accepting entries through February 17, invites consumers to send photos or video of themselves having fun at the Tropicana. These can include experiencing the nightlife, seeing a show, dining and shopping. All imagery must be shot at the property, excluding the casino floor. The grand prize winner and a runner-up will have their videos or photos featured on Tropicana’s Web site.

The grand prize winner will also receive a complimentary overnight stay, \$100 worth of comp room service and one \$50 comp for Alto Vino wine bar and a 19" SHARP LCD flat screen TV. The runner-up will receive a gourmet dinner for two at a either Wellingtons or Il Verdi restaurants and two show tickets to a Tropicana revue show.

“The start of 2010 brings a feeling of excitement and opportunity for a fresh beginning, and this year Tropicana promises a ‘whole new energy’ for guests and employees. The contest is a fun way for us to capture and share our energy with our guests,” said Mark Giannantonio, president and C.O.O. of Tropicana Casino & Resort.

To enter, send an email to NewEnergy@Tropicana.net and include full name, email address, mailing address phone number, date of birth, Diamond Club number and/or IN Card number (if applicable) and the URL of the posted video or photo. Entries will be judged based on: creativity of the video or photo’s concept, ability to create excitement through social media communication and overall potential to represent the Tropicana brand in a favorable manner.

For complete details on the contest please visit www.Tropicana.net/energy. Certain restrictions apply. 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/TropAC or follow us on Twitter <http://twitter.com/TropicanaAC>.

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