



FOR IMMEDIATE RELEASE

Contact: Diane Spiers or Courtney Birmingham
(609) 340.4029

Ring in Spring at Tropicana Casino & Resort, March 19

ATLANTIC CITY, NJ (March 9, 2010) – Tropicana is ready to get re-energized and ring in spring! On Friday, March 19 Tropicana Casino & Resort is going to hold a countdown for spring with drink and retail specials, promotions and more at the "Spring it On" event.

Leading up to midnight, Tropicana will feature a night of music, drink specials and a midnight countdown in Fiesta Plaza and Palm Walk, Tropicana is ready to "Spring it On." The countdown will lead to the stroke of midnight to officially welcome the spring season, and erase the winter doldrums! A live DJ plus models wearing bikinis will help ring in spring from 9:30 p.m. to 12:30 a.m. in Fiesta Plaza in The Quarter.

Guests can enjoy specials at Tango's Lounge, Rumba Lounge, A Time For Wine, Carmine's, The Comedy Stop, Corky's BBQ & Ribs, Cuba Libre Restaurant & Rum Bar, Erwin Pearl, Havana Sundries, Jake's Dog House, RiRa Irish Pub, Swarovski, Tropicana Casino Market, Tropicana Lobby Market, Zeytinia. 32 Degrees and more! Providence nightclub in The Quarter will host a special bathing suit contest featuring more than \$500 in gift card prizes! Plus, stop by bluemercury apothecary and resort spa for sunless tanning lotion to get a jumpstart on your tan.

"I think everyone is ready to welcome spring with open arms, and we wanted to provide a fun event where people can come together and have a great time," said Mark Giannantonio, president and C.E.O. of Tropicana Casino & Resort. "The energy in Tropicana is already through the roof with all the restaurants, shopping and nightlife, but with this event we really wanted to take it up a notch with all the specials and events for 'Spring it On' to embrace the new season."

Throughout the event, our sexy IN Card Girls will be shedding their dresses for a whole new spring attire and our Rumba dancers will be donning bathing suits. Plus, all new Diamond Club and IN Card members will receive \$25 EZ Slot Dollars.

Rooms start at only \$149 on March 19 (excluding taxes and occupancy fees) and all hotel guests can receive a spring amenity at check in on March 19! Call 1.800.345.8767 or visit www.tropicana.net to book your room today. Remember the moment with a special flower "Spring it On" photo opportunity located in The Quarter.

For more information on Tropicana's "Spring it On" promotion and specials, visit www.facebook.com/TropAC or www.tropicana.net/spring.

Certain restrictions may apply. Must be 21. 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, 20 shops, 13 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 official Web site at www.tropicana.net.

Spring it On Specials for March 19

Rumba & Tango's Lounges:

March Madness Mojito - \$10 (includes tax)

A Time For Wine

Special product discounts. Visit the store for details.

Casino Market, Lobby Market, Havana Sundries & Boardwalk Corner Store:

Wear your bathing suit in the store to receive 10% off your purchase.

Carmine's:

Spring Fling Cocktail - \$7

Comedy Stop:

\$30 per couple includes admission, a bag of popcorn and a souvenir photo. Contact the Comedy Stop for complete details.

Corky's BBQ & Ribs

To be announced

Cuba Libre Restaurant and Rum Bar:

Half-priced Tropicana Spring Fling Cocktail from 11 p.m. -1 a.m.

(Parrot Bay Mango Rum, Bacardi Coco Rum, Cruzan Banana Rum, Pineapple Juice, Grenadine)

Erwin Pearl:

35% discount on their Superfine Silver merchandise

Jake's Dog House:

\$5 off a purchase of \$50, \$20 off a purchase of \$100.

Swarovski:

Spring Fashion event: Will showcase the *Out of the Blue* Spring collection. Fabulous runway-inspired jewelry and more classic pieces will debut! Plus, you will receive a crystallized lipstick case as our gift with any \$150 purchase. (While supplies last)

32 Degrees:

Half-priced Sweet Tea vodka cocktails until 1 a.m.

Zeytinia:

Special product discounts. Visit the store for details.

Free Photo Op:

Take your spring photo in our flower cutout located in The Quarter – it's free and fun!

Diamond Club & IN Card – New Members:

New members will receive \$25 EZ Slot dollars.

For additional specials for Tropicana's "Spring it On" promotion and specials, visit www.facebook.com/TropAC.