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Tropicana Casino & Resort Announce New Ownership

Same Commitment to Service, but Whole New Energy and New Direction for the Property

ATLANTIC CITY, NJ (March 9, 2010) – On Monday, March 8th, new ownership led by Carl Icahn officially took over the Tropicana Casino & Resort, signaling a new era and a whole new energy for the property.

The new energy is already visible with a renewed focus on customer service, revitalized entertainment product, and exciting new concept changes coming soon to Tropicana's restaurants. Tropicana is proud to announce the Trop Rocks entertainment series to include Robin Thicke on March 13, Jordin Sparks on April 24, Le Grand Cirque beginning May 9, Craig Ferguson on July 9 and An Evening with Daughtry on August 7.

"It's a whole new year, new energy, new era at the Tropicana," said Mark Giannantonio, president and C.E.O. of Tropicana Casino & Resort. "Now, with a great partner like Carl Icahn at our side and our staff of dedicated and hardworking employees, we can really move the Tropicana forward as the pre-eminent entertainment resort in Atlantic City. We're thrilled about the possibilities."

To capture the new energy at the Tropicana, a special microsite has been created, www.tropicana.net/newenergy. This site will showcase all of the employees as well as new offerings, from entertainment to promotions. Guests are encouraged to submit photos and videos of their visits to the Tropicana and how they experienced a "whole new energy" during their stay.

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>.

For additional information on the Atlantic City Tropicana, Home of The Quarter,
visit the official website at www.Tropicana.net

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