



FOR IMMEDIATE RELEASE

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**Win a Share of \$300,000 in Prizes with Tropicana's
Celebrate the New Energy Sweepstakes**
\$18,000 EZ Slot Dollars awarded every day Now – April 4

Atlantic City, NJ (March 19, 2010) – Join us as we celebrate the new ownership of the Tropicana Casino & Resort with a giveaway so big, it spans 18 entire days. Don't miss your chance to feel the energy and fill your pockets when you enter the *Celebrate the New Energy Sweepstakes*, packed with \$300,000 in prizes, now through April 4, 2010.

“It's a whole new beginning for Tropicana and our guests are already feeling a fresh excitement, electricity and sense of exhilaration,” said Mark Giannantonio, president and C.E.O. of Tropicana Casino & Resort. “From high-energy music that gets the adrenaline pumping to live dancers right in the casino, players are sure to feel the rush of the party atmosphere that's evident throughout the resort.”

Get swept up in the winning vibes as the Tropicana awards a share of \$18,000 EZ Slot Dollars to 180 random winners each sweepstakes day! Twenty winners are chosen at drawings every hour from 1 p.m. to 9 p.m. For your chance to win, simply be here playing your favorite Trop slots with your Diamond Club Card. Winners will be announced in the casino and have one hour to claim their prizes. EZ Slot Dollars are redeemable at any Comp Machine.

To receive your free Diamond Club Card or learn more about the *Celebrate the New Energy Sweepstakes*, visit our friendly team members at the Diamond Club Center.

Certain restrictions 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, 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 and check out our new energy at www.tropicana.net/newenergy.

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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