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Contact: Diane Spiers or Courtney Birmingham
(609) 340.4029

**Everyone wants a TASTE! Tropicana Casino & Resort announces the 3rd
Annual Taste of The Quarter benefiting the United Way, August 30**

ATLANTIC CITY, NJ (June 3, 2010) – South Jersey’s premier dining, shopping and entertainment complex, The Quarter at Tropicana Casino & Resort, will host the third annual Taste of The Quarter on Monday, August 30 from 6 p.m. to 9 p.m. Tickets for the event will go on sale Tuesday, June 8 at noon.

The Taste of The Quarter has become one of the hottest dining events of the year featuring dishes from more than 15 of The Quarter and Tropicana restaurants for only \$25 per person. All proceeds from the event benefit the United Way of Atlantic County. The three hour event features an array of dishes, appetizers, beverages and live entertainment from some of the areas premier venues, including FIN – A Seafood Experience, Carmine’s, The Palm, Cuba Libre Restaurant & Rum Bar, Red Square, RiRa, P. F. Chang’s China Bistro, A Time for Wine, Planet Rose and more.

“Taste of The Quarter has become one of those event people look forward to every year. With so many diverse dining options it is a way to showcase some of the regions best restaurants in a fun and casual way,” said Mark Giannantonio, president and C.E.O. “We are happy to announce our partnership with the United Way again this year, and look forward to a great event that can benefit a terrific organization.”

Taste of The Quarter will benefit the United Way with 100 percent of the proceeds going to the United Way. Funds raised by the event will support 60 local programs working to improve lives of Atlantic County residents with services such as: adult literacy education; emergency assistance for food, clothing and shelter; after school programming and pediatric free health services, including dental care.

Tickets for Taste of The Quarter, go on sale Tuesday, June 8 at noon. Tickets are priced at \$25 each and can be purchased at the IMAX Box Office, located on the third floor of The Quarter in addition to www.Ticketmaster.com, via phone at 1.800.745.3000 or United Way office. Guests for Taste of The Quarter must be 21.

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 and 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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