



FOR IMMEDIATE RELEASE

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Diamond Club members can ride the wave of energy to exciting prizes this summer with two promotions

ATLANTIC CITY, NJ (June 29, 2010) – Summer is crashing down on Tropicana with a splash. Diamond Club members have two chances to win cash, EZ Slot Dollars, jewelry, vacations and more! Tropicana announced today two summer promotions, Ride the Wave of Wealth and \$100,000 Pick Your Prize Sweepstakes available to all Diamond Club members. It's time to catch the winning energy at Tropicana!

Ride the Wave of Wealth

Now through August 31, Diamond Club members can Ride the Wave of Wealth only at Tropicana. Members can play their favorite slot machines to earn points towards EZ Slot Dollars and cash. There are five levels of play, and if a guest achieves all five levels they can start the earning cycle again. Diamond Club members can redeem their EZ Slot Dollars and cash between September 7 and 12, 2010.

Level	Points	EZ Slot Dollars Earned
1	75	\$50 EZ Slot Dollars
2	150	\$75 EZ Slot Dollars
3	250	\$100 EZ Slot Dollars
4	500	\$200 EZ Slot Dollars
5	1,000	\$300 Cash Voucher

\$100,000 Pick Your Prize Sweepstakes

For every 10 points Diamond Club members earn now through September 11 playing slots and table games, they will receive one entry into the \$100,000 Pick Your Prize Sweepstakes. Winners will be chosen at 1 p.m., 2 p.m., 3 p.m., 4 p.m. and 5 p.m., and they will choose from \$15,000 cash, jewelry from Accents, a Berman Travel Mexican Getaway Gift Certificate and a Macy's Shopping Spree. One grand prize winner will be chosen at 6 p.m. and will have the choice of the above prizes, \$25,000 or a 2010 Ford Mustang Coupe.

Receive a Bonus Book

All new local members and everyone who purchases a room now through July 31 will receive a Tropicana Bonus Book with offers from restaurants, bars, nightlife, shops and entertainment. Some of the participating outlets include: Alto Vino Wine Bar, Seaside Café, FIN, Il Verdi, Fiesta Buffet, Tropicana Salon, Rumba Lounge, Brett Daniels Magic & Beyond, IMAX Theater, Comedy Stop, \$10 Free Slot Play, Hooters, A Dam Good Sports Bar, Carmines, Red Square, Starbucks, Cuba Libre Restaurant & Rum Bar, Planet Rose, Create A Cone, Cache, Brooks Brothers, A Time For Wine, Klassic Collectables, RiRa, Corky's Ribs & BBQ, Firewaters, James Salt Water Taffy, Old Farmers Almanac, free parking and more.

To sign up for a free Diamond Club or IN Card guests can visit the Diamond Club Center located on the casino floor or the New Member Center located in The Quarter. For complete details on the promotions visit the Diamond Club Center. Certain restrictions apply. Must be 21. Bet with your head, not over it. Gambling Problem? Call 1.800.GAMBLER.

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>.

About Tropicana Entertainment

Tropicana Entertainment Inc. is a publicly reporting company that, along with its affiliates, owns or operates nine casinos and resorts in Indiana, Louisiana, Mississippi, Nevada, and New Jersey. It owns approximately 6,000 rooms, 9,000 slot positions and 250 table games. The company is based in Las Vegas, Nevada.

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