



FOR IMMEDIATE RELEASE

Contact: Diane Spiers or Courtney Birmingham
(609) 340.4029

Forecast for July 23 Snow! The Tropicana Gets Jolly with Christmas in July

Get caught up in the merriment of your favorite holiday on Friday, July 23

ATLANTIC CITY, NJ (July 7, 2010) – Kids aren't the only ones who just can't wait for Christmas. The Tropicana Casino and Resort will be bursting with the festive spirit during a property-wide Christmas in July celebration on Friday, July 23, 2010 from 2 p.m. to 8 p.m. in Fiesta Plaza.

Free Entertainment

The Tropicana knows how to deck the halls and set a proper holiday mood. Guests strolling through The Quarter will enjoy live entertainment. Every 15 minutes, a magical snow will fall from the "sky". And even though the "big man" is technically on vacation for another five months, Santa himself will make an appearance in his resort attire throughout the day. Santa's helpers will also be roaming the property handing out candy canes during the event, and Tropicana employees will be dressed in Santa hats.

Spectacular Events

Keeping in the spirit of the season, The Tropicana will present a \$10,000 check to The Salvation Army in support of their Christmas in July 2010 5K Run and 1 Mile Fun Walk on Friday, July 23 at 2 p.m. in Fiesta Plaza in The Quarter. Plus, Tropicana employees will be decked out in Christmas spirit wearing Santa hats and greeting guests with a "Happy Holidays" all day long.

Christmas Club Drawings

Diamond Club Players will want to be at the slots or tables from noon to 8:00 p.m. because, every hour on the hour, one member actively playing with their card will be called to win \$250 EZ Slot Dollars.

Festive Food & Drink

Even though it won't be cold outside Starbucks wants guests to warm up by offering them their Holiday Peppermint Mocha drink. Carmine's Restaurant will have a Candy Cane drink special all day to get guests feeling jolly. Hooters, Firewaters, and Adam Good Sports Bar will offer their daily specials and serve customers decked out in Santa themed outfits.

Shopping Specials

Old Farmer's Almanac will feature 20 percent off their Jim Shore Christmas Collection, including a special collection of limited quantity retired Jim Shore Christmas items. Also, if shoppers purchase three limited quantity angel ornaments, regularly \$15, they receive a

\$20 keepsake box for free! A Time For Wine will offer 15 percent off every item in the store on July 25 only.

Holiday Hotel Deal

The Tropicana invites guests to stay the night with special Christmas in July room rates just as sweet as St. Nick himself. Mention code TCJULY when booking online at www.tropicana.net or by calling 1-800-The-Trop.

Plus, gift cards to Tropicana are also available to get your holiday shopping started!

For more information on any of The Tropicana's Christmas in July events, promotions and specials, please visit www.tropicana.net, then clear your calendar for a day of joyous celebration on July 23.

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, 14 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/Tropicana.AC 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.

###

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