



FOR IMMEDIATE RELEASE

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Tropicana Loves Locals

Can you feel the love? Tropicana Casino & Resort offers specials and discounts for residents

ATLANTIC CITY, NJ (July 15, 2010) – There are definite perks to living in and near a resort town, and Tropicana is one of those perks. One of the premier destinations in Atlantic City thanks to visitor and locals alike, Trop wants to offer special thanks with offers and discounts just to show how much we love local support. Tropicana's locals program features special offers for residents of Atlantic and Cape May Counties.

To participate in any of these *Tropicana Loves Locals* offers, simply show your ID with a local Atlantic or Cape May county address, along with a Diamond Club Card at the designated outlet:

For Locals Who Love to Dine

- Save 10% off all dining checks, including beverages at FIN, Il Verdi, Golden Dynasty, Seaside Café, and Fiesta Buffet seven days a week!

For Locals Who Love to Party

- Save 10% off beverages at Alto Vino, The Bar at FIN, Rumba Lounge and Tango's Lounge seven days a week!
- Save 10% off standard retail banquet prices including office and birthday parties seven days a week

For Locals Who Love to Get Away while Staying Close

- Save 15% off standard room rates, Sunday – Friday, at the Tropicana. To book call 1-800-345-8767 and mention code TLOCALS. Certain restrictions may apply.

For Locals Who Love the Movies

- Save \$2 off all IMAX movie tickets, Monday through Thursday. Offer is not valid during the first two weeks of a movie opening and limited at six (6) tickets per person. Visit www.tropicana.net for movie details.

For Locals Who Love to Play

- All new local Diamond Club members will receive \$25 EZ Slot Dollars and a bonus book filled with offers for dining, shopping, entertainment and more now through September 31, 2010.

For a complete list of offers, news specials and events visit www.tropicana.net/locals or text LOCALS to 609-705-TROP.

Tropicana Loves Locals makes it easy and affordable for Atlantic and Cape May county residents to enjoy a night out in your very own town. So turn off that TV, call a babysitter and let us treat you to a fun-filled local's night out at the Tropicana.

Gambling Problem? Call 1-800-GAMBLER. Bet with your head not over it. Must be 21 to gamble and consume alcohol. Certain restrictions may apply. Offers and discounts are subject to change without notice.

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, 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 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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