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Tropicana Kicks Off its \$2 Million Winning Ticket Game *One lucky player is guaranteed \$1,000,000*

ATLANTIC CITY, NJ (March 28, 2012) —Tropicana Casino & Resort is bringing back the Winning Ticket game. This giveaway is bigger and better than ever with chances to win up to \$1,000,000 every day April 1 through October 5, 2012, and a guaranteed \$1,000,000 to one lucky player on Saturday, October 6, 2012.

“Last year’s Winning Ticket Game was wildly popular with our players, so we knew we had to top ourselves this year. I want to go on record as saying I guarantee one lucky Trop player will win a cash prize of one million dollars. This is one of the largest promotional payout in Atlantic City,” said Tony Rodio, President and Chief Operating Officer of Tropicana Entertainment.

Participation in Tropicana’s \$2 Million Winning Ticket is easy. During the promotion period, new and existing Diamond Club member will receive one free ticket for the Winning Ticket Game through any comp machine in the casino. Players can choose their own lucky numbers or select a quick pick option that will randomly assign six numbers.

Club members can receive additional Winning Ticket entries by earning two Diamond Club Points per day. Plus, look for Bonus Entry Days throughout the promotion when Diamond Club members can earn multiple Winning Ticket entries to increase their chances of winning big.

A Zoom Ball machine will conduct five drawings daily at 1:00, 3:00, 5:00, 7:00 and 9:00 p.m. in Palm Walk. On Fridays and Saturdays, an extra drawing will be held at 11:00 p.m. The results of these drawings will be televised throughout the resort. If a member’s ticket has three or more matching numbers with those drawn, that member is awarded a prize for \$25 - \$1,000 in Free Slot Play. If all six numbers match, \$1,000,000 is awarded (split amongst the winners if there is more than one.)

All prize winners are encouraged to keep their Winning Tickets, because they are your entry into the guaranteed \$1,000,000 prize drawing on Saturday, October 6, 2012. From this pool of entries, ten winners will be called to play in the Winning Ticket finale in Palm Walk. A large game board will hold ten envelopes. All ten winners will select a prize envelope—nine contain vouchers for \$1,000 prizes but one will hold a voucher for the grand prize of \$1,000,000.

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Only Diamond Club members are eligible to play Tropicana's \$2 Million Winning Ticket game. If you don't already have a Diamond Club Card, signing up is free and easy. You can apply online at www.tropicana.net or register for your card at Tropicana's Promotions Booth where you can also receive all game rules.

Tropicana Casino and Resort has the right to modify, cancel this promotion at any time. Certain restrictions may apply. Must be 21. Gambling Problem? Call 1.800.GAMBLER. Free Slot Play has no cash value.

Tropicana Casino & Resort is a 24-hour gaming destination located on the beach and Boardwalk. Featuring 2,078 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, 15 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.

For more exclusive discounts, current information, pictures and video, be sure to check out the Tropicana on the Web at www.tropicana.net/facebook or follow us on Twitter at www.tropicana.net/twitter.

About Tropicana Entertainment

Tropicana Entertainment Inc. ("Tropicana Entertainment") owns and operates nine casinos and resorts in Indiana, Louisiana, Mississippi, Nevada, New Jersey and Aruba. Tropicana Entertainment properties collectively have 5,750 rooms, 8,300 slot positions and 240 table games.

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