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Tropicana's IMAX Theatre brings Local Students "To the Arctic"

Atlantic City, NJ (May 1, 2012) – Sometimes it's the little things that mean the most. Thanks to a little insight from Tropicana's IMAX team along with some funding from the creator of their new film, "To the Arctic 3D", IMAX Theatre at the Tropicana Casino & Resort will be able to transport over 500 local elementary school students to view the movie.

McGillivray Freedman Films Educational Foundation has granted \$2,750 to be used to facilitate bussing for school children who would otherwise be unable to make the trip due to insufficient funding for busses. New Jersey Avenue School, New York Avenue School, Uptown Complex School, Wallace Middle School, and Atlantic City PAL are among the participating groups.

Tropicana's IMAX Theatre is no stranger to benevolence. Last year, they coordinated approximately 1,500 students to attend the Coral Reef Adventure. "Some Atlantic City children are under privileged and don't get to go on school trips," says Tropicana VP of Marketing Eric Fiocco. "Bussing is not provided for these children, and they are not permitted to walk because their school is located too far from the theatre."

The documentary "To the Arctic 3D" promises to captivate audiences with the breathtaking backdrop of the Arctic, one of the most remote and spectacularly beautiful places in the world. It's a story of love, hope, and the power of family. The film tells a compelling tale of survival, with global implications. Narrator Meryl Streep takes us through a journey into the lives of a mother polar bear and her twin seven-month-old cubs as they navigate the changing Arctic wilderness they call home. Captivating and intimate footage brings moviegoers up close and personal with this family's struggle to survive in a frigid environment of melting ice, immense glaciers, spectacular waterfalls, and majestic snow-bound peaks.

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The film has been rated G and has a run time of 40 minutes. For more information, visit <http://www.imax.com/tothearctic>

The IMAX Theatre at Tropicana is located on the third level of the Quarter in the Tropicana Casino and Resort in Atlantic City, NJ. Tickets are \$13 and can be purchased at the IMAX Box Office, www.ticketmaster.com or by calling 1-800-745-3000.

About IMAX Theatre at Tropicana

IMAX Corporation is one of the world's leading digital entertainment and technology companies. The worldwide IMAX network is among the most important and successful theatrical distribution platforms for major event Hollywood films around the globe, with IMAX® theatres delivering the world's best cinematic presentations using proprietary IMAX, IMAX® 3D, and IMAX DMR® technology. IMAX DMR is the Company's groundbreaking digital remastering technology that allows it to digitally transform virtually any conventional motion picture into the unparalleled image and sound quality of The IMAX Experience. IMAX's renowned projectors and new digital systems display crystal-clear images on the world's biggest screens. The IMAX brand is recognized throughout the world for extraordinary and immersive entertainment experiences for consumers. As of June 30, 2007, there were 290 IMAX theatres operating in 40 countries.

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About Tropicana Entertainment

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

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