



Celebrating 30 Years

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Tropicana Celebrates 30th Anniversary this November

Casino resort marks milestone year with a month-long festival of fun

ATLANTIC CITY, NJ (October 21, 2011) –Thirty years ago this November, Tropicana, a casino resort known for innovative gaming and entertainment offerings, opened its doors for the very first time. Tropicana will commemorate this milestone anniversary with a month filled with hot entertainment, exciting promotions and more to showcase all the reasons why Tropicana is still the first name in Atlantic City entertainment and excitement.

Shows that Sizzle

From *Kool & The Gang* to the *Cake Boss*, Tropicana has a show to suit everyone this November. You can find all show times, venues and tickets at the Tropicana Box Office, on www.ticketmaster.com or by calling 1-800-736-1420.

- *Kool & The Gang*— November 11— It's a "Celebration" like no other with a once-in-a-lifetime performance by the band that has sold over 70 million albums as well as having earned two Grammys and seven American Music Awards in their career.
- *Buddy Valastro, The Bakin' with the Boss Tourx*—November 26—Buddy Valastro, the master baker and star of *TLC's Cake Boss*, will share the stories behind his hit series and his colorful Italian family. He will answer audience questions, host a decorating contest, award prizes and give a live demonstration of the techniques that have made him one of the most renowned cake artists in the nation.

A Month Long Celebration

Cash, cars and more are up for grabs this November.

- *30 Cars in 30 Days* — In honor of Tropicana's 30th Anniversary, we're revving up the excitement by awarding 30 cars to our loyal customers. To enter, play slots or tables from November 1 – 27; earn one entry for every five points. Earn two times entries, every Monday – Thursday in November. Then, get set for seven cars to be given away each Sunday on November 6, 13 & 20; One car will be given away every hour between 1 – 7 pm. On November 27, we're giving away nine cars – that's a car every hour between 1 – 9 pm. Visit the Diamond Club Center for complete details.
- *10x Cashback* — November 26— Tropicana is pulling out all the stops by giving you 10x EZ Slot Dollars all day on our anniversary day. Play your favorite slots on November 26 and receive 1x EZ Slot Dollar 48-hours after your trip ends, and 9x EZ Slot Dollars, redeemable on December 9 or 16. (maximum earning is \$5,000) Join the party and rake in the dough.

- *Diamond Club Deals*-- Tropicana's Diamond Club is your key to many amazing rewards at Tropicana Casino and Resort. This November, receive a free buffet every time you earn 1 point while playing slots with your Diamond Club card. Earn 4 points and score a free buffet and a free room. Visit the Diamond Club booth for details.

Tropicana Casino and Resort has the right to modify or cancel these promotions at any time. Certain restrictions may apply. Must be 21. Gambling Problem? Call 1.800.GAMBLER. EZ Slot Dollars have 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, 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.

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 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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