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Francesca's Collections Brings Fashion-Forward Boutique Style to The Quarter

Trend-setting retailer celebrates February 19 grand opening with refreshments, shopping discounts and jewelry giveaways

ATLANTIC CITY, NJ (February 15, 2011) –Style seekers have a new treasure hunting destination. Francesca's Collections will open its doors at 10:00 a.m. on Saturday, February 19, 2011, at The Quarter inside Tropicana Casino & Resort

Francesca's Collections takes its inspiration from travelers who search the world for beautiful luxuries and gifts to bring to their friends and family. Since opening its first store in 1999, Francesca's Collections has become one of the fastest-growing women's fashion retailers in the country.

“When shoppers visit Francesca's they will find a treasure chest overflowing with gifts, apparel, home accessories and jewelry that reflect the most fashionable styles and desired items from all over the world,” said Georgette Wood, Boutique Manager. “Our stores are constantly filled with new treasures and our style is always one step ahead of the trend. Each Francesca's boutique has its own charm which means you're sure to find something special and unique at each one.”

Grand Opening Celebration – Saturday February 19, 2011

Join the Grand Opening celebration at Francesca's Collections and enjoy complimentary refreshments and a celebratory atmosphere throughout the store.

Customer Shopping Discounts

Be one of the first twenty customers at Francesca's Collections and you will be rewarded with 50% off one regularly-priced item in the boutique.

Enter to Win a Jewelry Set

From February 19 through March 5, 2011, stop by Francesca's Collections and fill out an entry form for your chance to win a beautiful jewelry set.

For more information about the newest retailer to take up shop in The Quarter, visit www.francescascollections.com.

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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 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/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. The Company owns approximately 6,000 rooms, 9,000 slot positions and 250 table games. In addition, the Company owns a development property in Aruba. The company is based in Las Vegas, Nevada.

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