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**Will you catch the coconut craze? Tropicana Casino & Resort  
announces \$250,000 Crazy Coconuts summer promotion,  
begins July 10**

*Diamond Club members will have the chance to win up to \$25,000 every  
Friday in July 10 – September 4, plus special Coconut themed discounts!*

**Atlantic City, NJ (July 5, 2009)** – A coconut craze will take over Tropicana this summer! Tropicana is giving Diamond Club members a new reason to say TGIF giving away up to \$25,000 every Friday for 9 weeks! Tropicana Casino & Resort announced the \$250,000 Crazy Coconuts summer promotions beginning Friday, July 10.

Every Friday, July 10 through September 4 Diamond Club members will have the opportunity to play the Crazy Coconuts game on the kiosks. Everyone's a winner! Members will pick eight cards from the kiosk screen and for every coconut card they reveal, they will be rewarded with EZ Promo Slot Dollars up to \$25,000! Then, on September 6 there will be a grand prize drawing for all the Diamond Club members who participated in the promotion. Members will receive one entry into the drawing for every coconut they found throughout the summer – the more they play, the better chance of winning!

In addition to the promotion, Tropicana will also feature the following crazy coconut specials and discounts during the Crazy Coconuts event:

- Tropicana will have special Friday night room packages including breakfast with the code TFRI by calling 1.800.345.8767 or online and entering the code in the special offers box.
- The Blue Parrot Pool Bar will serve the CoCo Loco frozen drink featuring Cruzan Dark Rum and pina colada in a coconut for \$12 plus tax and \$8 plus tax for refills.
- Erwin Pearl will be selling small shell drop earrings for only \$54.00, and additional shell style jewelry in various price ranges include the dramatic charm style shell necklace for \$235.00.
- Carmine's family-style Italian restaurant will be serving a pina colada all summer long for only \$8.
- Every Friday from 6 p.m. to 10 p.m. Tropicana guests will enjoy tropical music and promotional models in coconut bikinis handing out coconut lip balm throughout the property.

Plus, while on property, take some time to stop and smell the coconuts! Tropicana's signature coconut fragrance is now breezing through the hotel and casino. Now Tropicana is bringing even more of the Havana feel right to Atlantic City with a refreshing and unmistakably island aroma. Blending scents like coconut, vanilla, warm toasted nuts, cinnamon, zesty spice, banana and exotic White Flowers created the scent exclusively for Tropicana.

“The Tropicana scent continues to embody the Havana theme that has been such a success on property,” said Mark Giannantonio, president and C.O.O. of Tropicana Casino & Resort.

“Tropicana is a very distinctive brand that allows us to create fun events like the Crazy Coconuts and build an atmosphere that can capture the true spirit of Havana and whisk our guests away to the tropical escape they desire from the moment they step inside.”

Diamond Club cards are free and can be obtained by visiting the Promotion Booth on the casino floor. New members can receive valuable offers from our Havana Passport to Savings including many of the Tropicana’s retailers and dining establishments, free parking and more.

For complete details on the promotions please visit the Promotions Booth. Certain restrictions apply. Must be 21 or older. Bet with your head, not over it. Gambling Problem? Call 1.800.GAMBLER.

The 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, 12 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 new official Web site at [www.tropicana.net](http://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/TropicanaCasino&Resort](http://www.facebook.com/TropicanaCasino&Resort) or follow us on Twitter <http://twitter.com/TropicanaAC>.

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