

FOR IMMEDIATE RELEASE

***Harry Potter and the Half-Blood Prince: An IMAX 3D Experience*
opens July 29 at the IMAX Theatre in Tropicana!**

Featuring the explosive opening sequence exclusively in IMAX®3D

Atlantic City, NJ (July 28, 2009) – Audiences will once again embark on a totally spellbinding journey inside the magical world of Hogwarts when the eagerly anticipated sixth film in the Harry Potter series opens at Tropicana Casino & Resort. *Harry Potter and the Half-Blood Prince* has been digitally remastered into the unparalleled image and sound quality of The IMAX Experience® through proprietary IMAX DMR® technology. Additionally, utilizing IMAX's revolutionary live action 2D to 3D conversion technology, the movie's opening sequence, approximately 12 minutes, has been transformed into IMAX 3D for a truly magical beginning. With crystal clear images, laser-aligned digital sound and maximized field of view, IMAX provides the world's most immersive movie experience. *Harry Potter and the Half-Blood Prince: An IMAX 3D Experience* opens with a midnight screening on Tuesday night July 28. Tickets are currently on sale through www.ticketmaster.com, 1.800.745.300, or at the Tropicana IMAX Box Office. Tickets are priced at \$15.

Emboldened by the return of Lord Voldemort, the Death Eaters are wreaking havoc in both the Muggle and wizarding worlds and Hogwarts is no longer the safe haven it once was. Harry suspects that new dangers may lie within the castle, but Dumbledore is more intent upon preparing him for the final battle that he knows is fast approaching. He needs Harry to help him uncover a vital key to unlocking Voldemort's defenses, critical information known only to Hogwarts' former Potions Professor, Horace Slughorn. Meanwhile, the students are under attack from a very different adversary as teenage hormones rage across the ramparts. Love is in the air, but tragedy lies ahead and Hogwarts may never be the same again.

Warner Bros. Pictures Presents A Heyday Films Production, *Harry Potter and the Half-Blood Prince*. The film stars Daniel Radcliffe, Rupert Grint, Emma Watson, Jim Broadbent, Helena Bonham Carter, Robbie Coltrane, Warwick Davis, Michael Gambon, Alan Rickman, Maggie Smith, Timothy Spall, David Thewlis, and Julie Walters. The film was directed by David Yates and produced by David Heyman and David Barron. Steve Kloves wrote the screenplay, based on the novel by J.K. Rowling. Lionel Wigram served as executive producer.

Harry Potter and the Half-Blood Prince will be distributed worldwide by Warner Bros. Pictures, a Warner Bros. Entertainment Company. This film has been rated PG for scary images, some violence, language and mild sensuality.

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.

For more exclusive discounts, current information, pictures, and video, be sure to check out the Tropicana on the Web at www.facebook.com/Tropicana.AC or follow us on Twitter <http://twitter.com/TropicanaAC>.

IMAX[®], IMAX[®] 3D, IMAX[®] DMR, The IMAX 3D Experience[®], and The IMAX Experience[®] are trademarks of IMAX Corporation. More information about the Company can be found at www.imax.com. You may also connect with us on Facebook (www.facebook.com/imax), Twitter (www.twitter.com/imaxnews) and YouTube (www.youtube.com/imaxmovies).

###