



FOR IMMEDIATE RELEASE

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**Tropicana Hosts 2nd Annual Taste of The Quarter to benefit United Way,
Monday, August 24**

ATLANTIC CITY, NJ (July 28, 2009) – South Jersey’s premier dining, shopping and entertainment complex, The Quarter at Tropicana Casino & Resort, will host the second annual Taste of The Quarter on Monday, August 24 from 6 p.m. to 9 p.m.

Building off of the success of last year’s event, the second annual Taste of The Quarter will feature more than 15 of Tropicana’s restaurants and nightlife venues serving special menu items. Participants include: Carmine’s, Cuba Libre, Red Square, The Palm, Ri-Ra Irish Pub, Planet Rose, P.F. Chang’s, Zeytinia, IMAX, Wellington’s, Il Verdi, A Dam Good Sports Bar, Hooters, A Dam Good Deli, Tango’s and Starbucks.

“Tropicana offers so many dining and entertainment options throughout the property, that events like Taste of The Quarter are a natural fit providing guests with the opportunity to experience them all at a value,” said Mark Giannantonio, president and C.O.O. “Our partnership this year with the United Way continues our promise to the community to be a strong neighbor and leader throughout the region.”

Taste of The Quarter will benefit the United Way with 100 percent of the proceeds going to the United Way. Funds raised by the event will support 60 local programs working to improve lives of Atlantic County residents with services such as: adult literacy education; emergency assistance for food, clothing and shelter; after school programming and pediatric free health services, including dental care.

“Our friends at Tropicana have been longtime supporters of the community through our United Way”, said John Emge, executive director. “Now through this fundraising opportunity with the Taste of The Quarter, it provides an opportunity for people from all around the region to support those in need, while enjoying all that The Quarter has to offer.”

Tickets for Taste of The Quarter are priced at \$25 each and can be purchased at the IMAX Box Office, located on the third floor of The Quarter in addition to www.Ticketmaster.com, via phone at 1.800.745.3000 or United Way office. Guests for Taste of The Quarter must be 21. For more information on the event and up-to-date menu items please visit www.tropicana.net/Taste. The second annual Taste of The Quarter is sponsored by The Press of Atlantic City’s GoAC.com and Lady Luck.

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>.

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