



FOR IMMEDIATE RELEASE

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Embrace the lifestyle and get IN at Tropicana. Tropicana Casino & Resort announces a new players' card & launch party with Brody Jenner, August 28

Atlantic City, NJ (August 10, 2009) – It is all about being IN. It always has been and it always will be. IN the know. IN the IN crowd. INside the velvet ropes. INto a lifestyle where it's all about who you know and what happens between dusk and dawn. Tropicana gets it and is offering lifestyle seekers a chance to get IN with the debut of the new players' card – the IN Card on August 28.

The time has come to be IN at Tropicana. With 12 bars and nightclubs, 26 shops, 20 restaurants, a spa, three entertainment venues and an IMAX Theatre, Tropicana and The Quarter have been Atlantic City's premier destination for nightlife enthusiasts for the past five years. And, now Tropicana is offering their IN guests the opportunity to start playing for style points.

INCard members will be able to use their comp dollars at clubs like Providence and 32 Degrees, dine at Carmines and The Palm, shop at bluemercury apothecary and spa and White House Black Market. All while earning invitations to the hottest parties, headliner entertainment and special room rates and packages. The IN Card is designed to get players' the comps they want based on play, as level of Tropicana's Diamond Club Card.

Beginning Friday, August 28, guests can visit the Promotions Booth to sign up for their IN Card. To get INto the hottest launch party with a special guest host Brody Jenner who will be celebrating his 26th birthday and DJ, IN Card members must present their IN Card at Providence Nightclub on Friday, August 28th after 11:00 pm.

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.

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>.