



FOR IMMEDIATE RELEASE

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Catch the Luck ‘O the Irish at Tropicana! Running of the Leprechauns returns to Tropicana Casino & Resort, Saturday, March 3, 2012

Atlantic City, NJ (January 25, 2012) – It doesn’t matter whether you are Irish or just wish you were, the Tropicana is the place to be Saturday, March 3, 2012 to embark on a St. Patty’s Day themed pub crawl through out the Tropicana.

The guys that brought you the famous Running of the Santas are bringing back to Atlantic City to the Running of the Leprechauns. Instead of wearing your Santa suit, participants are encouraged to dress like a leprechaun and join in the fun.

Dress as your favorite leprechaun, wear some green, and just join us on Saturday, March 3 as we hold the Running of the Leprechauns. Registration takes place from 8 p.m. to 9 p.m. at Hooters in The Marketplace. The “run” down the Boardwalk to The Quarter kicks off at 10 p.m., led by the famed Hooters Girls. From 10 p.m. to 11 p.m., A Dam Good Sports Bar will host a Sexy Leprechaun contest with a \$250 Visa or AMEX gift card as the top prize.

From 10 p.m. to midnight, revelers can take advantage of food and drink specials guaranteed to make anyone jolly. A Dam Good Sports Bar and Firewaters will offer Pabst Blue Ribbon (PBR) 40 ounce bottles for \$5 and Barefoot Wine bottles for \$9. Hooters will be serving up PBR Pounders for \$2.50 as well as \$9 bottles of Barefoot Wine. Check out food specials at ADam Good Deli, like fried pickles for just \$1 on Saturday, and buy a breakfast sandwich, get one free on Sunday, March 4th at ADam Good Deli. In addition, Planet Rose will have a - \$1 (7 oz.) RiRa Irish Pub will have specials on Guinness \$5 20 oz pints and \$3.50 for Harp and Smithwicks.

A portion of the proceeds from The Running of the Leprechauns will benefit Ellie Koerner Leukemia Foundation.

A special 20% room discount will be available March 2 – 4, with the code TIRISH. Guests should contact 1-800-THE-TROP or visit our Web site to book rooms. Room rates are based on double occupancy and do not include taxes. Rooms are based on availability.

For more information on the event or to sign up and purchase your tickets for the Running of the Leprechauns at Tropicana, visit www.RunningoftheLeprechauns.com.

Tropicana Casino & Resort is a 24-hour gaming destination located on the beach and Boardwalk. Featuring 2,078 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, 15 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.tropicana.net/facebook or follow us on Twitter at www.tropicana.net/twitter.

About Tropicana Entertainment

Tropicana Entertainment Inc. ("Tropicana Entertainment") owns and operates 8 casinos and resorts in Indiana, Louisiana, Mississippi, Nevada, and New Jersey. In addition, the Company owns a development property in Aruba. Tropicana Entertainment properties collectively have 5,750 rooms, 8,300 slot positions and 240 table games.

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