

## Laughlin Hotel-Casino Adopts Legendary Brand Name, Becomes Tropicana Express

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Tropicana Casinos and Resorts announced today that the company is changing the name of its property in Laughlin, Nevada, to Tropicana Express.

The change, which aims to leverage the brand awareness of its legendary sister on the in Las Vegas strip, takes effect July 28 and will be ushered in with special promotions for visitors and a player event program. To mark the occasion, the Steel Drum Band, Caribbean Steel will play in Victory Plaza. A special concert with Bobby Vinton at 8:00 p.m. in the Pavilion Show Room will top off the celebration.

The name change from the current Ramada Express has been in the works since early this year when William J. Yung acquired Aztar Corporation, the previous owner of the Laughlin property. Since then, the new ownership has invested \$11 million to enhance the guest experience with new rooms, restaurant, slots and entertainment, and refreshed marketing promotion.

'We want Tropicana to stand for a great time with great service at an affordable price,' said Yung. 'With the kind of service and product quality we have in Laughlin - best steakhouse, best Italian food, best accommodations - we have a tremendous base to build on. With the Tropicana name on the facilities and festivities, we hope to be able to accelerate the pace of our business growth.'

The Laughlin casino and hotel are headed by veteran managers who are well known in the Laughlin community and the Nevada gaming industry. Casino GM Craig DeMarta has nearly 30 years of experience in gaming management and long time tri-state area resident and hotel GM John Maskovich has worked at many of the Laughlin casinos.

About Tropicana Casinos & Resorts, Inc.

Tropicana Casinos & Resorts is a privately held corporation that owns and operates 14 casinos and resorts in the United States and Caribbean. The company is owned by William J. Yung, III, whose ownership of gaming interests dates to 1990 when he purchased a small casino hotel in Lake Tahoe, Nevada. Since then, the Company has acquired gaming assets in Louisiana, Mississippi, and Nevada capped off by the 2007 purchase of Aztar Corp. and its widely known Tropicana brand name with properties in Nevada, Indiana and New Jersey.

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