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## FOR IMMEDIATE RELEASE – MEDIA INQUIRIES

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### **Revel of Atlantic City opens 100% Smokefree Property**

**on April 2, 2012**

Summit, NJ, February 9, 2012 — April 2, 2012 marks a historical day for Atlantic City. The new Revel resort and casino opens 100% smokefree, both indoors and outside.

Revel CEO Kevin DeSanctis made the announcement during today's press conference call, and in its press release.

See <http://media.revelresorts.com/press-release/17/REVEL-TO-PREVIEW-ON-APRIL-2/>

Their smokefree policy covers the entire interior of the complex, including the gaming floors and all hotel rooms. The current NJ law requires nongaming areas to be smokefree, but allows for smoking on up to 25% of the gaming floors, and in up to 20% of hotel rooms. No smoking will be permitted outdoors by the pool and lounge areas as well.

“We are thrilled that Revel is responding to guest preferences and worker needs, and establishing a 100% smokefree resort environment. It makes economic sense and protects his valued guests and employees from secondhand smoke, a class A Carcinogen. Plus, smokefree outdoors aligns with Revel's environmental green initiatives as well, and reduce maintenance and replacement costs.” states Karen Blumenfeld, Esq., Executive Director of Global Advisors on Smokefree Policy.

The other casinos in Atlantic City have up to 25% of their gaming floors as smoking permitted. “It is impossible to enforce, especially since the smoking and nonsmoking areas are co-mingled. And the secondhand smoke fills the nonsmoking areas, creating unhealthy and hazardous air quality for guests and workers alike, “ says Blumenfeld. “CEO DeSanctis is a visionary and leader for Atlantic City, and knows what customers want and workers deserve.”

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Global Advisors on Smokefree Policy is a 501 (c) (3) nonprofit organization to educate the public on the benefits of smokefree environments.

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