

By WAYNE PARRY

ATLANTIC CITY, N.J.

He once pitted Atlantic City casino customers against a tic-tac-toe-playing chicken. He used billboards of Fidel Castro to hype a Cuban-themed restaurant, and hired a Barack Obama lookalike to tout the opening of a casino in Indiana.

Now

Dennis Gomes (gohmz) is buying Resorts Atlantic City. When the financially ailing casino changes hands in December, folks should expect the unexpected.

Gomes says skepticism over Resorts' future is wrong. He says buying the casino for \$35 million will enable him and partner Morris Bailey to operate with much lower expenses than the previous owners.

Gomes plans to rebrand Resorts with a "Boardwalk Empire" theme, capitalizing on the hit HBO series about Prohibition-era Atlantic City.

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