

Exhibit VIII.B.2 – Player Database and Loyalty Program

Submit as Exhibit VIII.B.2. the following:

- a. describe any loyalty, reward or similar frequent player program (a “Program”) maintained by the Applicant or, if applicable, the Manager for any casino the Applicant or Manager owns, operates or manages;
- b. state whether the Applicant or, if applicable, the Manager maintains a casino customer relationship management system and database (a “Database”) that tracks the play of its Program members;
- c. indicate whether the Program and Database will be available for the marketing, promotion and advertising of the Gaming Facility and whether they are “exclusive” to the Applicant and/or, if applicable, the Manager;
- d. indicate the number of “active” (those who have played within the past 12 months) and “inactive” (those who have played over 12 months ago) members in the Database;
- e. indicate the number of rated players included in the Database that are located within 50-, 100-, 150- and 200-miles of the proposed Gaming Facility; and
- f. describe how the Database and Program will be used to market, promote and advertise the Gaming Facility

