

EXHIBIT VIII.C.6.c – Plans to Differentiate Casino

Submit as Exhibit VIII.C.6.c a description of any particular efforts (e.g., design, operations, and/or marketing) that are planned to differentiate the casino from competitors and to maximize the potential of the market.

Capital View Casino & Resort stands fundamentally apart from and superior to competing bids because it is proposed by the only team that has a track record of successful local gaming industry experience and it starts with an exclusive existing database of more than 360,000 known gamers from the Capital Region and nearby states. We're the home team that has nationwide experience operating 8 casinos and 7 racetracks in 11 states.

The casino itself will be designed to excite frequent and casual gamers alike. Luxurious enough to host the VIP player's multi-day getaway, yet approachable enough so local guests feel comfortable visiting for an evening of entertainment near home, the casino facilities will be designed to provide excellent experiences to each of our guests.

We have the unique experience of operating a casino in this market and knowing our future customers intimately because some of them are also our current customers. This gives us a springboard that other bidders simply do not possess. In combination with our experience operating casinos in many other states, we're distinctly positioned to serve the full contingent of customers – existing local gamers, new players from the region and customers from further afield who will be attracted to our world-class facility when it becomes the newest casino in the Northeast.

Our exclusive partnership with Saratoga Casino and Raceway will be utilized to encourage visitation between the two properties and the unique two parts of this region. This two-stop strategy will drive the greatest possible tourist demand for players, in particular those from outlying states including Vermont, New Hampshire, Massachusetts, Connecticut and New Jersey.

Our two-stop strategy provides us with the best position to manage the downside impact to harness horsemen who train at farms across the Capital Region and to ensure the long-term success of Capital View Casino & Resort, Saratoga Casino and Raceway, and the communities in which we operate.