

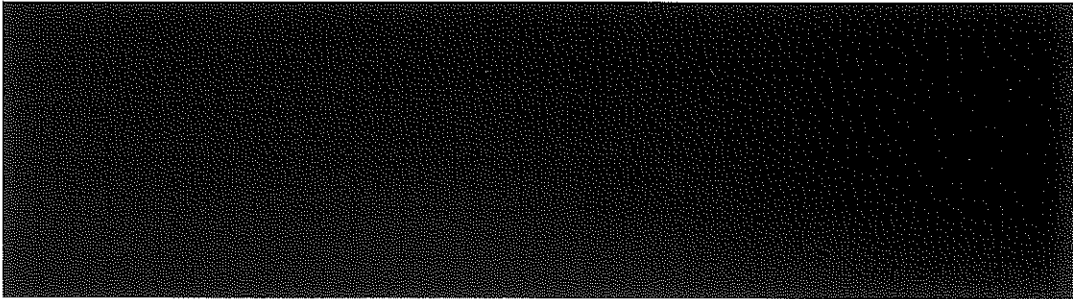
EXHIBIT VIII.B.2.

**PLAYER DATABASE
AND LOYALTY PROGRAM**



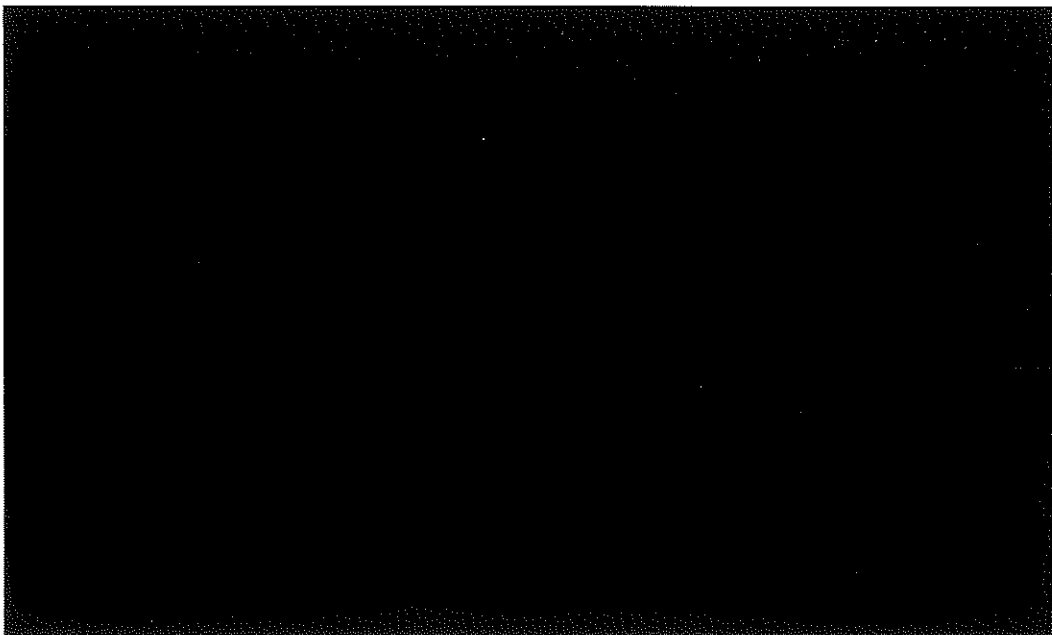
NYS Funding LLC and its partners bring exceptional experience and capability in the establishment, growth and utilization of database marketing and player loyalty programs. Our consultant, Global, and its parent, the Chickasaw Nation, have built player databases for their WinStar, Riverwind and Remington Park operations totaling more than [REDACTED] million members.

The strength of the Hard Rock brand and the reach of its worldwide Hard Rock Rewards player program provide a very solid starting point from which to launch an aggressive database program. The Hard Rock brand is present throughout the major northeast cities, including: Philadelphia, Baltimore, Boston, Atlantic City, New York, Washington D.C., Pittsburgh, and Toronto.



A.) PLAYER REWARD PROGRAM

Hard Rock

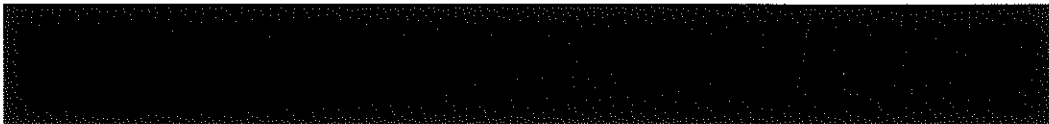




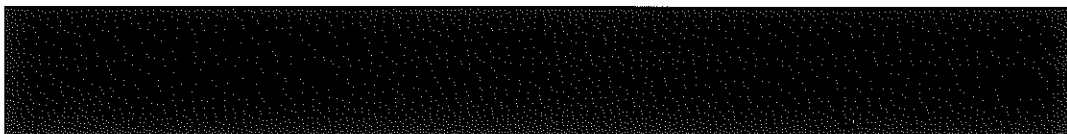
Remington Park



Riverwind



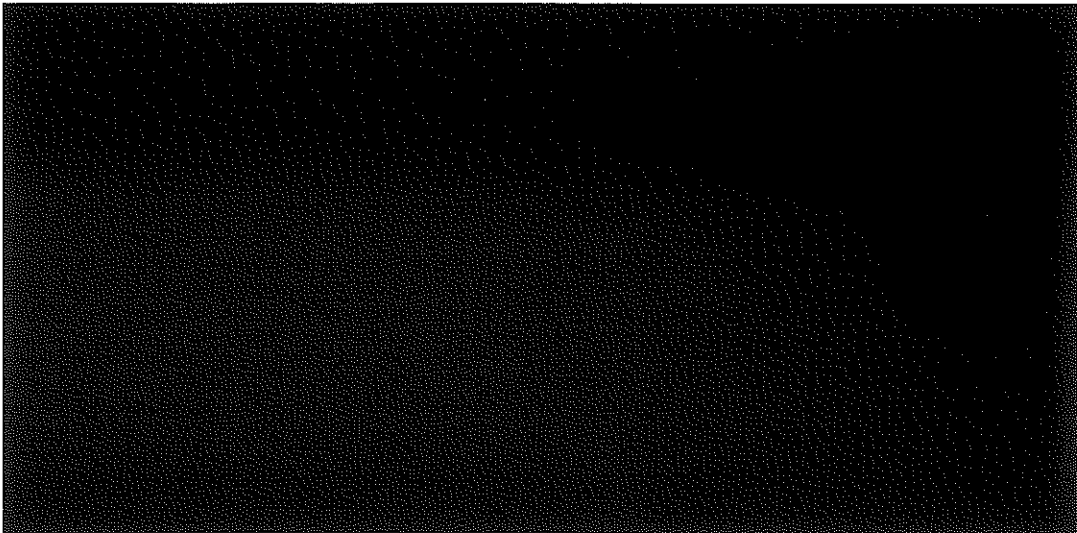
WinStar



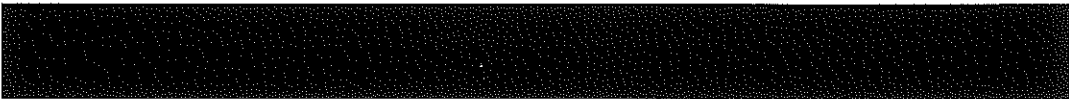
B.) DATABASE SYSTEM



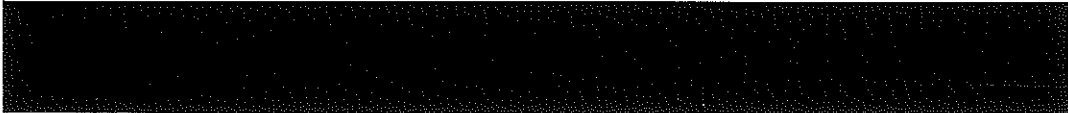
Remington Park



Riverwind

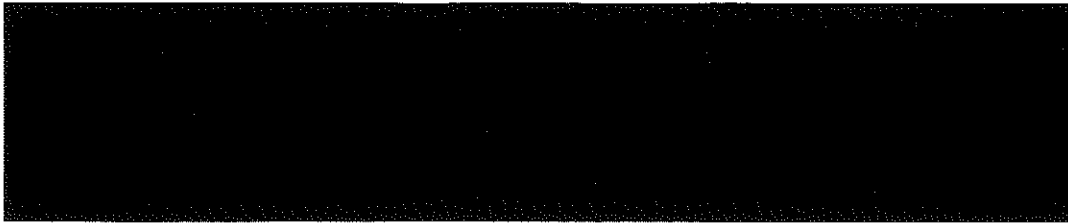


WinStar



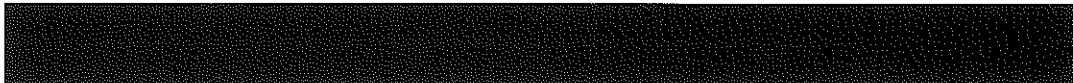
C.) DATABASE PROGRAMS AND CUSTOMER DATABASE



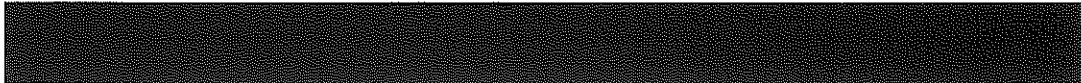


D.) ACTIVE AND INACTIVE PLAYERS

Hard Rock



Remington Park



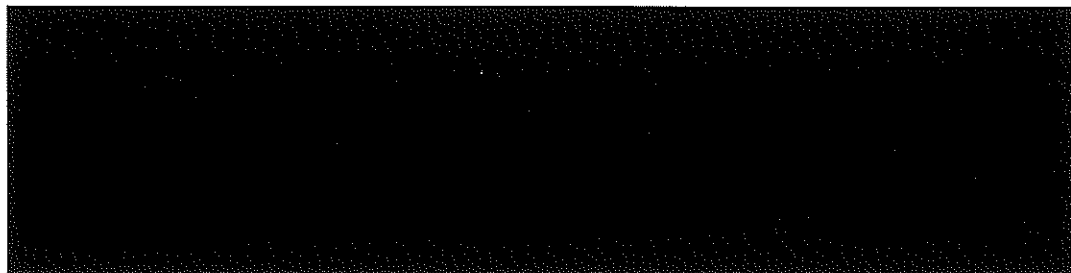
Riverwind

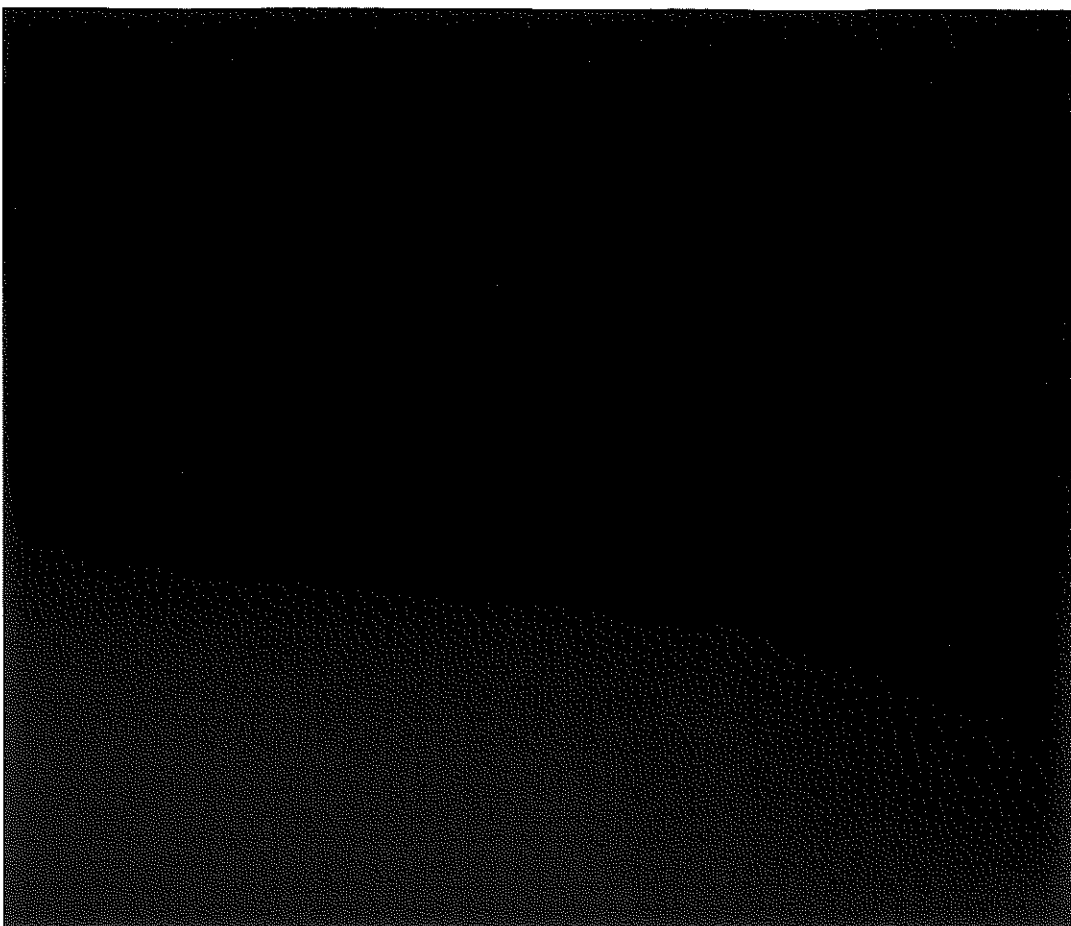


WinStar



E.) RATED PLAYERS LIVING NEAR ALBANY, NY





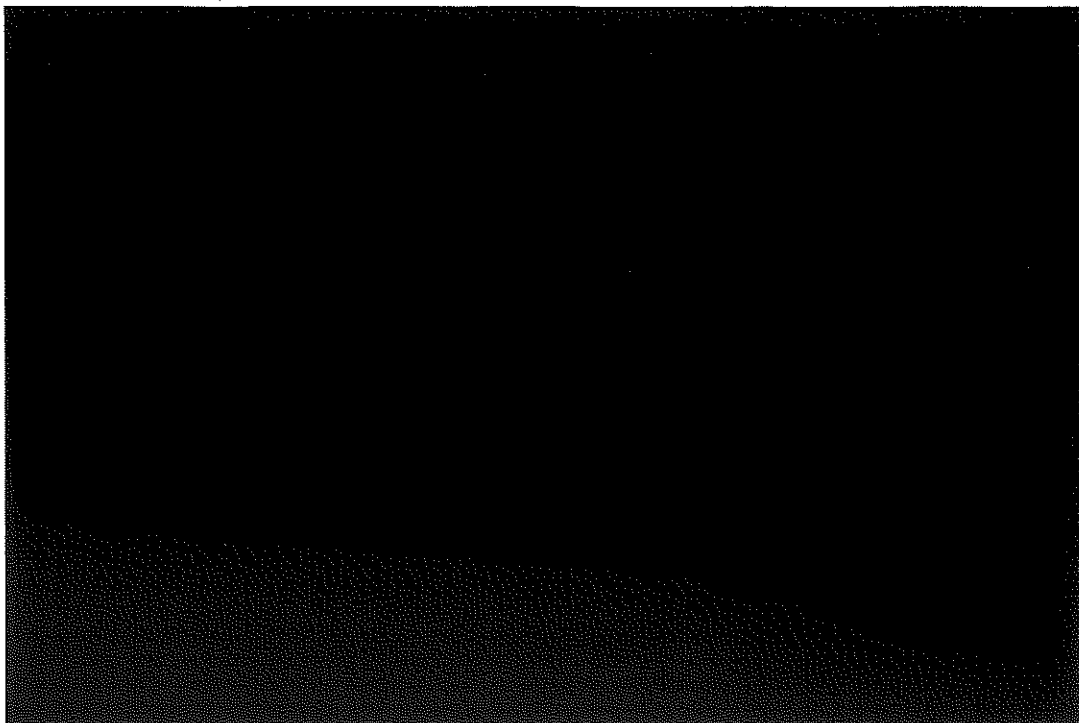
F.) HOW THE DATABASE AND PROGRAM WILL BE USED TO PROMOTE THE PROPERTY

The players club is the center of customer relationship management as it collects and stores vital customer data. We use the players club to build and maintain powerful, personal relationships with our customers ensuring they receive the recognition and attention they deserve. The 3G Data Warehouse is a critical marketing tool, providing management and customer service staff the ability to identify the gaming patterns and preferences of players and customers. It is a vehicle to reward players to capture their loyalty, encourage return visitation, increase gaming activity and personalize customer service.

We will design a players club and customer relationship management system to attract and retain profitable gaming players using the 3G Data Warehouse system. Our efforts will also focus on appealing to the non-gaming segments that enjoy a resort and the Hard Rock brand for entertainment, dining, and an escape from everyday life.

We will use quantitative and qualitative research to identify players club features that will most appeal to the target customer, and then focus our communication and advertising efforts on reaching the targeted market.

Pre-Opening: Players Club Development Steps



Post-Opening: Database Marketing Communications

