

Exhibit IX.B.5 (Cross Marketing):

Submit as Exhibit IX.B.5 a description of plans for cross-marketing with other attractions. Provide copies of any contracts, agreements or other understandings evidencing such cross-marketing commitment.

Hudson Valley Casino & Resort will benefit from the rich diversity of attractions located in the scenic Hudson Valley. The goal will be to work in a synergistic fashion with the local recreation, historical, and cultural attractions, as well as participate appropriately with the local events to further tourism and tourism spend within the region. Participation and local sponsorships will be explored including the New York Renaissance Faire, Warwick Applefest, UFO Festival, Classic 10k Road Race, Riverfest, Orange County Fair, and Sugar Loaf Fall Festival, along with other local and regional festivals and events.

The Hudson Valley serves as a gateway for scenic drives, outdoor recreation, museums and historical sites. The Resort can complement these attractions by increasing visitors' interest through expanded recreational options, attracting more tourists, as well as increasing tourist length of stay and lodging within the region.

Additionally, the Resort would offer the local attractions to its out-of-region or state customers. Offering events and experiences that capitalize on the unique offerings of the Valley—World Class Arts and Art History and Cultural offerings, Orange County Choppers, Shawangunk Wine Trail & wineries, breweries, distilleries, Just Off Broadway, FDR Library, The Kia Beacon, Newburgh Waterfront, National Purple Heart Hall of Honor, Harness Racing Museum and Hall of Fame, the historical must-see mansions, sites, battlefields, museums, and local entertainment and attractions—broadens the Casino Resort's reach and appeal. By promoting these attractions on the Resort Website, on premises, and through experiences to our out-of-town guests, a mutually beneficial relationship can support and promote the broad array of attractions within the region.

Tactics to cross-promote these attractions would include:

- Resort Web Site Attractions Page
- Rush Rewards Plus Program
- Hotel Packages
- Community Calendar at Resort
- Guest events
- Tour packages, both FIT and groups (including leaf tours)
- Collateral and concierge distribution on site
- Co-op marketing and advertising