

## **Exhibit VIII.B.2 Player database and Loyalty Program MOHEGAN SUN AT THE CONCORD**

### **Mohegan Sun Momentum Program at the Concord**

Mohegan Sun at the Concord seeks to provide an economic lift to the Upstate New-York region. Certainly the magnitude of the new resort will result in a variety of business relationships in and around the region as Mohegan Sun seeks supplies and services, but the resort will also draw and service millions of visitors from the region, from other states and from around the community. Mohegan Sun sees this as an opportunity to create enhanced business and marketing partnerships by sharing these visitor trips. Local businesses will have the opportunity to generate new income and by participation in our player reward “Momentum Program”, which involves accepting the “Momentum Points” as a cash- equivalent earned by Mohegan Sun resort patrons at their businesses, and will be encouraged to offer discounts to our guests and employees as a means of creating a large volume of new business. This player loyalty program is unique because it will reward patrons for their business to Mohegan Sun, whilst stimulating the local economy through allowing patrons to redeem their points at local businesses who chose to participate in the momentum program. Because points acquired from any Mohegan Sun location will be redeemable at any Mohegan Sun location, the momentum program will encourage greater visitation to the region and promote sustainable economic growth.

The Momentum Program will provide millions of dollars annually in rewards for our patrons. Typically such rewards are redeemable within the retail, hotel and food and beverage confines of the facility. However, with the Momentum Program at Mohegan Sun, these rewards will be used as a cash equivalent at any of our participating regional establishments. While there may be a few exceptions, nearly any retail business that deals in goods and services can participate. We expect hundreds of local businesses to participate in the Momentum Program at the Concord. In a matter of weeks, Mohegan Sun Massachusetts obtained documented interest in participation in the program from more than 60 local retailers from the Greater Boston Area. These local retailers represent a wide and diverse cross-section of the local economy from Spanish grocery stores to a sporting goods store to Dunkin Donuts to decades-old family-run restaurants. Attachment V.III.B.2.1 lists all of the businesses who agreed to participate in the Momentum Program in Massachusetts. We anticipate receiving the same positive response from local businesses in the area surrounding Mohegan Sun at the Concord. The following website is currently being sent to businesses, inviting them to participate in the Momentum Program, and includes a form of interest for vendors to fill out. <http://mohegansunconcordssullivancounty.com/>

Vendors are invited to participate in a variety of programs as part of this relationship including:

- The ability to redeem Momentum Club Card rewards as a cash equivalent to allow for the purchase of goods and services.
- Willingness to provide Momentum Club Card discounts of goods or services.
- Willingness to provide special offers to patrons that present a Momentum Club Card.
- Willingness to provide discounts or special offers to Mohegan Sun employees.

The program, which will be subject to review and approval by the New York State Gaming Commission, can be promoted both by Mohegan Sun and by its partners, thus allowing for an unprecedented scope of mutually beneficial awareness. Given that tens of millions of dollars is currently circulating within this program, participation by these affiliated retailers will broaden the options where guests can utilize their points and bring new customers to these local businesses, bringing out-of-state tourists to the region.

The momentum program will also help with the marketing and advertising of the gaming facility as the participating establishments will also be agreeing to display partnership promotional material provided by Mohegan Sun within their place of business and storefronts. We feel this program not only reinforces our commitment to supporting local and regional businesses but creates a partnership for mutual success.

Far from a competitor, the Points Partnership Program demonstrates that MSM is a true partner of local residents and businesses. The destination resort will create a synergy with local communities to stimulate the local economy. We feel this program not only reinforces our commitment to supporting local and regional businesses but creates a partnership for mutual success.