

EXHIBIT VIII.C.6.c.**CASINO****MOHEGAN SUN AT THE CONCORD**

c. 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.

The Concord will be a new definition of the term “Urban Retreat,” a hotel and casino unlike any other on the east coast. Driven by a progressive style of architecture, a personal hands on service strategy, a selection of truly unique offerings, and embracing its natural surroundings by integrating indoor and outdoor, it will be an experience that is not only word class but in a class by itself.

Market Positioning

The Mohegan Sun at the Concord will be positioned as a best value for a getaway, a unique and top end experience. We aim to reinterpret all the great aspects of the former Concord Resort, while positioning the facility as a state of the art, “Classically Modern” destination.