

**Exhibit VIII.C.7.f.      Hotel              Mohegan Sun at The Concord**

*f. Submit as Exhibit VIII. C.7.f. a description of any particular efforts, design, operations, and/or marketing that are planned to differentiate the hotel from competitors and to maximize the potential of the market.*

The Tower will be inspired by Modern high end 60's and 70's architecture and classic Concord Hotel themes. It will have a warm, nature inspired feel in a contemporary style. There will be significant elements of linear and vertical stone, vertical louvers, tall tree shapes balanced with classic architectural influences such as deco/art-nouveau/unisonian/Bauhaus/euro modernism/and lodge. It will also feature "fall leaves" inspired glass elements.

The Concord will be a gracefully organized space that fills the guest with a sense of balance, style, and most importantly, comfort. It will also take special care in not being overdone or excessive, carefully avoiding "sensory overload." It will provide a warm and inviting experience for not only the conservative elderly "gambling junket" guest, but also for the Generation X and early Baby Boomer guests.