

Exhibit VIII C. 11. QUALITY OF AMENITIES MOHEGAN SUN AT THE CONCORD

Submit as Exhibit VIII. C.11. a statement as to how the hotels, hotel rooms, restaurants and other amenities that are part of the proposed Gaming Facility will compare in quality to other area hotels, restaurants and amenities as well as those included and offered in other competitive gaming facilities.

Proposed positioning of Casino and Amenities:

- Best Value for an NYC getaway
- Unique/mid level experience
- "Stylish, but not pretentious"
- "Warm/Contemporary-style in the Catskills"
- "Catskills Cool" - "Lush Lodge"
- "Mohegan Sun"- "Culture Warm/Color/Nature"
- Comfort...comfort...comfort

The competitive set for the casino and hotel rooms include the following resort/casinos: Mohegan Sun at Pocono Downs; Mohegan Sun in Uncasville, CT; Sand Casino-Resort in Bethlehem; M Resort/Spa/Casino in Las Vegas and Red Rock Casino-Resort-Spa in Las Vegas. In the Design Book, pages 26-33, there are photographs and exhibits that define the quality of amenity spaces in the proposed Mohegan Sun at Concord.

The program calls for the development of a high end third party steakhouse such as Prime, BLT Steak or Anthony's Steakhouse. The program also calls for the development of a high Italian restaurant such as Panevino in Las Vegas. These restaurants are in addition to a 24 hour café and a food court. Based on the current quality of restaurant offerings in the immediate vicinity, we believe that the two leased restaurants will exceed the quality and ambiance of local competition.

The **food court** marketing position will be:

- Modern, yet relaxing
- Service/Quality/Personal-touch
- Warm/Inviting
- Unpretentious
- Efficient

The **food court** plan (see pages 47-49 of Design Book) will include:

- State-of-the-art equipment & services
- Communal areas
- Open/Linear plan
- Simple/Clean/Intuitive

The market positioning for **the 24 hour café** (which is outlined on pages 44-46 of the Design Book) shall be:

- 24 hour/Brooklyn or SOHO-style Cafe
- Modern design/Stylish flare
- Mid-level
- Convenience-oriented
- Comfort/Functional (high traffic)
- Nature-inspired/Branded
- Value... good food... and a good price!
- Comfortable for the older boomers (primary target) and stylish enough for younger gen x.

The program elements of the **24 hour café** will include:

- Linear rhythm/Flows comfortably
- Well-tailored Interiors/Punch of color/
- Conservative/Classic yet stylish.
- Communal/Energy
- Authentic/Deli-quality
- Natural/Warm material
- Beadboard
- Stone
- Influenced by Nature
- Features utilizing faux trees/landscaping
- Metaphors for leaves and/or water.

The **meeting spaces and convention area** (pages 56-59 of the Design Book) will be positioned as follows:

- Mid/High level Convention/Business
- Ideal corporate “Retreat” to get away
- Targeted to out-of-town conventioner with higher level of style and taste/
- Uniqueness, comfort, and design are key.
- Stylish/NYC/Resort-driven (“driving in from the city to get away from things”)
- Extremely comfort and value-driven (style+quality+cost=value)
- Will pay more for quality and service.
- Modular Layout
- Lounge-Style Pre-Function Area
- Adjustable / Flexible Space to Meet Targeted Demographic

The **Hotel Rooms** (pages 51-55 of the Design Book) will be positioned as follows:

- Catskills... Cool... Comfort... Concord!
- Mid-level rates/Valued luxury
- Similar to the M Resort brand, it will be a stylish room evoking comfort, simplicity and function.

OUR COMPETITION is:

- MGM Grand Foxwoods
- Sands Bethlehem
- Mount Airy

MARKET POSITION/LEVEL

- M Resort/Vegas
- Red Rock/Vegas
- Monte Carlo/Vegas

The program for the **hotel rooms** will be:

- A view of the glorious Catskills
- Well-tailored/Punch of Color
- Comfortable/plush/simple
- Attention to details
- Organized/Modular
- Decor has a classic/architectural/retro flavor with strong nature-inspired FF+E.
- Warm woods/batten trim (stained/paint)
- Simple/clean stone patterns, such as limestone, travertine, and indigenous stones from the Catskill's area.
- Design elements tied to overall casino's brand with a Catskills/bungalow/modern influence inspired by the legacy of the "Old Concord".