

Exhibit IX.B.1 Local Business Promotion MOHEGAN SUN AT THE CONCORD

Mohegan Sun at the Concord (MSC) is uniquely dedicated to promoting local businesses in our host and surrounding communities. MSC will offer a unique regional marketing program that extends both our brand and benefits to local and regional vendors. Of particular note, local businesses will have the opportunity to generate new income and attract new customers by participation in our “Points Partnership Program”, which involves accepting the MSC “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.

Promoting Regional Businesses through Partnership Program

As you will see in Exhibit IX.B.3.5, we have begun the process of meeting with local businesses to gain interest in participating in our Regional Business Partnership Program. Vendors are invited to participate in a variety of programs as part of this relationship including:

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

The touchstone of our Regional Business Partnership Program is MSC’s “Points Partnership Program.” The program is unique among MSC’s competitors for the opportunities it provides local businesses. At MSC, we expect hundreds of local businesses to participate in the “Points Partnership Program.” Through this “Points Partnership Program,” local retailers will accept “Mohegan Sun Momentum Points,” which patrons of the Mohegan Sun resorts earn, and then are free to spend at local businesses. Participation by these affiliated retailers will broaden the options where guests can utilize their points and bring new customers to these local businesses. In addition, MSC is planning a professional vendor forum working with the Sullivan County Partnership. Mohegan Sun will be conducting several “business walks,” where representatives stop in to businesses throughout the region to chat one-on-one with business owners, managers and employees.

Far from a competitor, the Points Partnership Program demonstrates that MSC 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.

Moreover, at the Mohegan Sun properties, our employees are truly the core of our success and we are constantly looking for programs to support employee benefits. Our Employee Discount program is a great way for us to both offer discount to our employees and support local and regional businesses. As you will see in the Exhibits IX.B.3.5 and IX.B.5, we have started to develop a very extensive list of vendors that participate in this program. As part of our regional marketing efforts, we are currently soliciting vendor support for this program. Please refer to exhibit IX.B.5 for a detailed explanation of our Cross-Marketing Strategy with local businesses through our Momentum Points Program.

Regional Spending

MSC is also committed to buying locally, supporting the local and regional economy and creating jobs and new business opportunities outside our facilities. Our philosophy of buying local has translated into more than \$500 million spent annually in goods and services from local vendors near our Connecticut and Pennsylvania resort casinos, a philosophy we fully intend to replicate here in New York. This diverse group of suppliers and partners is essential, and we purchase everything from office supplies, computers and cars, to furniture, marketing materials and professional services.

As you will see in Exhibits IX.B.3.2 and IX.B.3.3, we have charted our actual fiscal year 2013 spending geographically for both our Connecticut and Pennsylvania facilities. These charts show that Mohegan Sun spends significantly in areas immediately surrounding our facilities. We are very proud of this commitment and feel that it is not only the right thing to do for our host communities and regions, but it is essential for the success of our operations. In the fast-paced gaming environment, quick service and response time is critical; having local and regional vendors to support these needs is the best way to accomplish this.

Mohegan Sun at the Concord understands the importance of supporting businesses both locally and regionally. Our confidence in our ability to promote local and regional businesses comes from Mohegan Sun's success in accomplishing this in both Pennsylvania and Connecticut, where we have spent nearly \$500 million annually in goods and services purchased from local vendors surrounding our facilities in those states. (See Pennsylvania Vendor Revenue map in Exhibit IX.B.3.)

Although we are fully prepared to focus on businesses in our Host Municipality (Town of Thompson) and in nearby municipalities, Mohegan Sun at the Concord will also try to find suitable New York State regional suppliers to provide the variety of goods and services that we require.

Local & Regional Vendors

Many of these vendors are looking forward to our future project. Mohegan Sun at the Concord has set up a web page to receive contact information from local and regional suppliers and asking them to submit a form of what goods and services they would like to supply Mohegan Sun at the Concord.

Mohegan Sun at the Concord has reached out to area businesses through our web page and e-blasts that were sent out by the Sullivan County Partnership, Sullivan County Visitors Bureau, and the Sullivan County Chamber of Commerce to identify and develop cross-marketing strategies with local restaurants, small businesses, hotels and retail facilities.

Tourism and Lodging

Mohegan Sun at the Concord will serve as a complement to region-wide conventions, conferences, and meetings. By offering half-day meeting space or a morning conference room, Mohegan Sun Concord puts the lodging community in the Sullivan County Catskills in play through establishing room blocks and transient rooms. As such, we anticipate an increase in the Sullivan County Catskills visitation and the opportunity to capitalize on spending for a variety of services in the region.