

EXHIBI X.A.2 Problem Gambling Signage MOHEGAN SUN AT THE CONCORD

Mohegan Sun through its efforts at its Pennsylvania and Connecticut facilities has long been a leader in producing and displaying information that helps patrons easily navigate our properties and access required information. We have accomplished this effort in a variety of media to include video clips, shadow boxes, LED signage, clear, concise brochures and whenever possible – novel formats that will grab and hold attention of our patrons. We believe that we can adapt these competencies towards displaying and conveying the issue of problem gaming to our customers in a meaningful and effective manner.

“Blade Signs”

We will advertise on-site services for those affected by gambling related problems in at least three ways. First, we will have a variety of signs throughout the facility that direct the patron to the On-site Gaming Resources. We have found that “Blade Signs” are often effective to advertise on-site resources. “Blade Signs” stick out from the wall and are often longer than an average sign. They grab a viewer’s attention, but often in a subtle way. We also plan to experiment with shadow boxes and LED signage to advertise these resources. In addition, we will have brochures describing the On-Site Problem Gaming Services that are available to patrons that will be found in convenient locations at the resort including every Player’s Club Booth on the property.

Poster Campaign

The Applicant will engage a cross functional team consisting of Mohegan Sun at The Concord Staff, NY State Council on Problem Gambling, and Mohegan Sun Advertising Agencies to create and deliver a series of posters that will encourage Responsible Gaming Behaviors. These posters will be grounded in research conducted by or supported by NY Problem Gaming entities –hence their participation in the Cross Functional Design Team.

This campaign could be designed to be initiated during the National Problem Gaming Awareness Week and continued throughout the upcoming year. Given this approach, it would seem to lend itself to a “series” approach where a Character or Caricature returns on a regular basis to illustrate or demonstrate the positive behaviors in this poster based program. Once developed, these posters would be placed in prominent locations throughout the Gaming floor and in Employee Back of House areas.

Back-of-House Signage

As part of our ongoing training for employees, Mohegan Sun will provide signage in the back of house areas reminding employees of the problem gaming issue as well as providing information on accessing the problem gaming hotline. In addition, as is the case at our Connecticut facility, our employee intranet will publish the HOPEline (1-877-8-HOPENY) toll free number on a permanent basis. Plasma screens within the employee cafeteria will run periodic messages providing the same phone number. We will also include responsible gaming brochures in areas where employees congregate. A similar strategy for employee awareness strategy would be practiced at Mohegan Sun at The Concord.

Additional Signage on Gaming Floor

Mohegan Sun at The Concord will make available to all patrons printed material to inform patrons about compulsive and problem gambling, responsible gaming, the self-exclusion program and treatment options.

Mohegan Sun at The Concord will post signage within 50 feet of each entrance and exit of the facility and on each ATM, cash dispensing and change machine within the facility.

Mohegan Sun at The Concord will provide items 'a', 'b', 'c', and 'd' in display cases located at the Security Podium and Security Office, Player's Club Booth, Credit Booth and each Cashier Cage. The other listed items will be provided to guests upon their request:

- a) Responsible Gaming brochure
- b) Compulsive and Problem Gambling brochure
- c) Self-Exclusion Program Brochure
- d) Voluntary Credit Suspension Brochure
- e) Request for Voluntary Self-Exclusion form
- f) Treatment provider list
- g) Gamblers Anonymous Massachusetts Directory
- h) Massachusetts Council On Compulsive Gambling

Mohegan Sun at The Concord will work closely with local resources devoted to problem gambling and the NY State Council on Problem Gambling and seek new and creative ways to reach out to problem gamblers and provide them with the appropriate resources in services they may need.