

**Request For No Mail Solicitation
Mohegan Sun Marketing Policy**

Electronic Mail Marketing is an integral component of the Mohegan Sun overall marketing strategy. It is convenient, timely, environmentally sound, colorful, easy to manage and often preferred by our patrons. While it is sometimes merely informative, it is often a solicitation. Mohegan Sun recognizes that such solicitations can sometimes be considered an unwelcome annoyance or worse, particularly for patrons with gambling-related problems.

With every emailing, every patron is offered the opportunity to opt out of email. When a patron elects to opt out two processes occur:

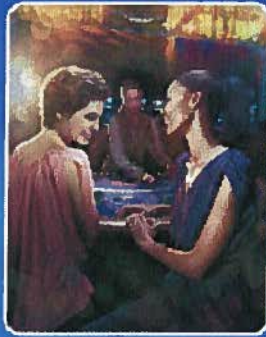
- The Master Player's Club list is updated electronically and automatically. From that moment on, this patron's account is suppressed in the database and will not be included in any future email communications.
- When an database audience is compiled for a marketing email, that specific audience is then scrubbed against the electronic listing of all opt-out requests that have been received and entered into the casino computer system. Matches that may occur in this scrubbing processes acts as a fail-safe to ensure that patrons who have opted out do not receive an email.

In addition to the email opt-out described above, patrons can, at any time visit the Players Club Desk or call the Players Club hotline to request "no mail." This request is immediately entered into the casino computer system and the patron account is automatically and electronically added to listing of all opt-out requests. Similar to the process noted in email above, when an audience is compiled for a postal mailing, that specific audience is scrubbed against the electronic listing of opt-outs as a failsafe to protect against mailing to opt-out patrons.

If you are having trouble viewing this email, [click here](#).



The image shows a promotional email template for the Mohegan Sun Player's Club. At the top, there is a navigation bar with the following categories: PLAYING, STAYING, DINING, ENTERTAINMENT, SPA, SHOPPING, and MEETINGS. In the top left corner, the Mohegan Sun logo is displayed with the tagline "Time to shine. Mohegan Sun a world at play". The main body of the email features a large blue section with the text "THANK YOU FOR JOINING THE MOHEGAN SUN PLAYER'S CLUB!" in white, bold, uppercase letters. Below this, a smaller orange banner reads "Where you get rewarded for having fun." To the right of the text is a photograph of a casino interior with a large, illuminated structure. In the bottom right corner of the main section, there is an image of a Mohegan Sun Player's Club card. At the bottom of the email, a blue section contains the text "Welcome to Mohegan Sun!" followed by a paragraph: "Your world at play is right at your fingertips. Discover how to earn and redeem points, access exclusive promotions and use your personalized mymohegansun.com website to take charge of your Player's Club account."



Earn Points

Play your favorite games, earn valuable points - it's that simple. Whether you prefer Blackjack, Poker or Slots, use your Player's Club card while playing any game to earn points and start reaping rewards.

LEARN MORE >>



Redeem Your Points

Fine shops and restaurants, concert tickets, hotel stays - these are just a few ways to redeem your Player's Club points. Each point is equal to one dollar and the more you play, the more points you earn, giving you more ways to enjoy your world at play.

LEARN MORE >>



Millions of Dollars in Cash Prizes

Your Player's Club card is your pass to win cash prizes. Being a Player's Club member gives you exclusive access to monthly promotions where you can walk away a winner.

LEARN MORE >>






mymohegansun.com

Your personal site to discover everything that's happening at Mohegan Sun. Get the inside scoop on upcoming events, check your point balance and receive exclusive offers tailored to you.

LEARN MORE >>

My Mohegan Sun [SIGN IN >>](#) **BEING SOCIAL HAS ITS REWARDS** join for more ways to win

To ensure delivery to your inbox (not bulk or junk mail folders) please add mohegansun@e.mohegansun.com to your address book.

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