



# EXHIBIT IX.B.5. CROSS MARKETING

**Submit as Exhibit IX.B.5. a description of plans for cross-marketing with other attractions. Provide copies of any contracts, agreements or other understandings evidencing such cross marketing commitment.**



As discussed throughout this application, Montreign Operating Company, LLC intends to engage in cross-marketing with other local and regional attractions.

Empire has entered into, and will continue to explore, agreements with local and regional entities (See Exhibits VIII.B.2., VIII.C.9.c., VIII.C.10.b., IX.B.1. and IX.B.2.a.) for cross marketing purposes. Montreign will offer its Me. Card rewards points program with eligible hospitality, restaurants, entertainment venues and retail establishments both within the Adelaar

resort and at other local and regional establishments. We held a hospitality and retail fair introducing the proposed Gaming Facility to area establishments in May 2014. At the hospitality and retail fair, we outlined the specifics of the Me. Card rewards points redemption and other tie-in and venture programs, and how such programs will work with area establishments. We are concentrating on local hospitality and retail providers thus ensuring their participation and that they will benefit from Montreign and Adelaar from the day we open. The goal of these relationships is to create an experience for our guests that is amplified because of increased choices and opportunities.

From a cultural perspective, we will support the Bethel Woods Center for the Arts, the major cultural attraction in Sullivan County. We are also actively negotiating a cooperative agreement supporting their major live entertainment program, their Woodstock Museum and their performing arts programs for Sullivan County's under-privileged children.

From a tourism perspective, we will support the area ski resorts and the fly fishing capital of the world located in Roscoe. We will offer packages to our patrons that will provide overnight stays and tickets to the various area attractions, and we will have an interactive kiosk that will include a guide to area attractions for our guests. The interactive guide will highlight the region's recreational and cultural attractions, and provide guests with information about them.

