



## EXHIBIT VIII.B.2. PLAYER DATABASE AND LOYALTY PROGRAM

Submit as Exhibit VIII.B.2. the following:

- describe any loyalty, reward or similar frequent player program (a “Program”) maintained by the Applicant or, if applicable, the Manager for any casino the Applicant or Manager owns, operates or manages;
- state whether the Applicant or, if applicable, the Manager maintains a casino customer relationship management system and database (a “Database”) that tracks the play of its Program members;
- indicate whether the Program and Database will be available for the marketing, promotion and advertising of the Gaming Facility and whether they are “exclusive” to the Applicant and/or, if applicable, the Manager;
- indicate the number of “active” (those who have played within the past 12 months) and “inactive” (those who have played over 12 months ago) members in the Database;
- indicate the number of rated players included in the Database that are located within 50-, 100-, 150- and 200-miles of the proposed Gaming Facility; and
- describe how the Database and Program will be used to market, promote and advertise the Gaming Facility.

The following addresses the Loyalty Programs of Montreign Operating Company, LLC and other affiliates of Montreign’s parent company, Empire.

*Describe any loyalty, reward or similar frequent player program (a "Program") maintained by the Applicant or, if applicable, the Manager for any casino the Applicant or Manager owns, operates or manages.*

Montreign does not own, operate or manage any casinos. MRMI, the wholly owned subsidiary of Montreign's parent company, Empire, owns and operates Monticello Casino & Raceway ("MCR"). MRMI's loyalty program is based on a guest obtaining a Players' Club Card. Monthly, MRMI sends newsletters to its Players' Club members that contain information on promotions and entertainment and includes free slot play offers, food coupons and rewards for the upcoming month to encourage loyalty at MCR. Certain benefits contained in the newsletter are based upon the member's Players' Club level. In addition, throughout each month, MRMI sends additional post cards and email blasts to its Players' Club members with free slot play offers, bonus entries and invitations to special parties. All of these offers are based on the member's Players' Club level.

In addition to our Players' Club rewards described above, we offer three levels of loyalty gifts each month, based on play. Gift value is based upon the member's Players' Club level, of which there are three levels: Platinum, Gold and Silver. Platinum members are also invited to receive each of the monthly gift giveaways. Loyalty gifts include items such as a Gordon Ramsay Deep Fryer, a ProctorSilex Toaster Oven and an eleven (11) piece Prepmaster Food Processor.

Montreign's player's club will be similar to MRMI's and will be based on a guest obtaining a "Me." Card. There will be four Me. Card levels: Bronze, Silver, Gold and Platinum. The Me. Card reward program will provide guests with the opportunity to earn points for slot and table play, and if permitted by the Commission, guests will be rewarded for enjoying hotel, dining, entertainment and spa experiences at Montreign as well. Each level of the Me. Card will provide rewards which are based on various activities at Montreign including the type of casino game, the guest's method and duration of play and the guest's theoretical worth to Montreign. The Montreign Me. Card reward program will be fully developed with consideration of the expansive gaming and non-gaming amenities at the Gaming Facility.



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*State whether the Applicant or, if applicable, the Manager maintains a casino customer relationship management system and database (a "Database") that tracks the play of its Program members.*

MRMI maintains a player tracking system with Bally Technologies' Casino Marketplace ("CMP"). CMP player-tracking system helps us to manage and evaluate our database of guests at MCR. This player-tracking system allows us to gather, track and report critical player information regarding game preferences, style of play and gaming budget. CMP also enables us to record specific non-gaming information about guests at MCR. MRMI uses version 12.3.2. The system and the existing player database will be available for use by Montreign.

*Indicate whether the Program and Database will be available for the marketing, promotion and advertising of the Gaming Facility and whether they are "exclusive" to the Applicant and/or, if applicable, the Manager.*

Montreign will have full access to the Players Club program and data base of MCR and the Players Club program at MCR will be combined into the Montreign Me. Card reward program for a single loyalty rewards program and database. Guests at Montreign and MCR who are twenty-one (21) years of age and older will be able to earn and redeem points at each facility. Points may be earned at varying rates for each facility based primarily on the effective tax rate for each facility. Guests of MCR who are between eighteen (18) to twenty-one (21) years of age only will be able to earn and redeem points at MCR.

*Indicate the number of "active" (those who have played within the past 12 months) and "inactive" (those who have played over 12 months ago) members in the Database.*

As of April 30, 2014, using a rolling twelve (12) month period, MRMI has approximately [REDACTED] active players and [REDACTED] "inactive" players in its Players' Club database. Some of our "inactive" players are more properly considered dormant because many are "snow birds" who spend time in warmer climates for part of the year and often return to the Catskill mountains in the summer.

*Indicate the number of rated players included in the Database that are located within 50-, 100-, 150- and 200-miles of the proposed Gaming Facility.*

DATABASE TOTAL OF RATED PLAYERS	
Miles to Property	Q of Patrons
0 – 49	[REDACTED]
50 – 99	[REDACTED]
100 – 149	[REDACTED]
150 – 199	[REDACTED]
200+	[REDACTED]
250+	[REDACTED]
<b>Total</b>	[REDACTED]

There are [REDACTED] rated players in the database who have addresses located within the mileage areas of MCR as described in the chart below. Montreign Resort Casino is located approximately four (4) miles from MCR.

*Describe how the Database and Program will be used to market, promote and advertise the Gaming Facility.*

As set forth above and in the cross-marketing agreement between MRMI and Montreign, the MCR database will be available to Montreign and will be used to market, promote and advertise Montreign and Adelaar. MRMI will continue to capture email

addresses for new Players' Club card signups and will request email addresses during routine transactional business with existing Players' Club members. We also plan to continue our program of offering a NY Lottery scratch off ticket for each new email account received. This will permit us to use email programs to advertise MRMI and Montreign. During the Montreign construction phase, Montreign and MRMI will use the Players' Club direct mail and email programs, as well as the MCR in-house Scala system, to promote and build the Me. Card rewards program database. We will use incentive offers for guests to sign up to obtain a Me. Card and to use the card at MCR. We will not market, promote or advertise Montreign's casino to anyone in the MCR database who is under twenty-one (21) years of age. Additionally, we will use billboards, websites, Facebook and Twitter and other forms of social media to market, promote and advertise Montreign.