



Submit as Exhibit VIII.B.9.a. a detailed description of the target market segments of the Gaming Facility.

MONTREIGN RESORT CASINO

Montreign Resort Casino’s marketing plan in Alternative #2 will build on the successes employed at Monticello Casino & Raceway. With the hotel and other amenities, including the non-gaming amenities of Adelaar, we will be able to expand the geographic area in which we market. We will listen to our guests and anticipate their gaming and non-gaming desires to ensure our position as a market leader.

GAMING AND NON-GAMING

Gaming

Due to the location of a gaming facility in Southern Orange County in Alternative #2, Montreign will follow the marketing approach outlined in Exhibit VIII.B.9.a, but will focus its strategic marketing efforts to the primary and secondary markets as outlined below. Marketing to the tertiary and beyond markets will be extremely limited.

The target market will be segmented by:

- Local or primary within 75 miles of the property with a total gaming budget of \$2.4 to \$2.7 billion, with a population of 6.7 million and an annual gaming budget of \$350 per adult
- Secondary within 75 to 90 miles of the property adds an additional gaming budget of \$2.1 to \$2.3 billion, with a population of 6.7 million and an annual gaming budget of \$337 per adult
- Tertiary market from 90 to 180 miles of the property additional gaming budget of \$4.8 to \$5.4 billion, with a population of 15.5 million and an annual gaming budget of \$330 per adult

ALTERNATIVE #2

- Total gaming budget within 180 miles of the property is approximately \$10 billion

Non-Gaming

Marketing in Alternative #2 for non-gaming amenities will focus on the primary and secondary markets (listed above), with the purpose of driving revenue regardless of the day of the week. We will market and promote our hotel, restaurants, entertainment, and the Monster Golf Course, along with the amenities offered at Adelaar and the region. The marketing of Adelaar and the vast recreational amenities in our region will ensure we can promote Montreign to our primary and secondary markets.

There will be no changes to our marketing efforts in the primary and secondary efforts, with the exception of larger allocations of available marketing and advertising funds to be expended in these markets. We will focus resources on capturing a fair share of these markets.

Efforts in the tertiary market and markets beyond 180 miles will be substantially curbed. We will continue to do motor coach business, but on a reduced scale, and player development will be likewise curtailed since we will not have the amenities to cater and attract high-end players to Montreign. Further, we conclude that marketing to the large Asian base of guests in the metro New York City area will be dramatically reduced due to a possible gaming facility in the Southern Orange County area.

Marketing for small conferences and meetings will be limited to the smaller M Center and reduced number of hotel rooms. We will continue to market to the social, fraternal, government and wedding markets.

Indoor Waterpark Lodge

In Alternative #2, there are no changes to the previous disclosures made in response to this question.

Entertainment Village

In Alternative #2, there are no changes to the previous disclosures made in response to this question.

Monster Golf Course

In Alternative #2, there are no changes to the previous disclosures made in response to this question.