



EXHIBIT VIII.B.9.a.

MARKETING PLANS

Target Market

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 will build on the success of that which is employed at Monticello Casino & Raceway. With the hotel and other amenities, including the non-gaming amenities of Adelaar, we will be able to expand on 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

Montreign's marketing programs will include a wide range of concepts and practices to capture the attention of our guests. We will offer new and exciting gaming promotions and special events targeted to guests that enjoy the excitement of gaming and the resort experience. We will provide state-of-the-art technology-based slot machines and the most current table games. We will assess the effectiveness of our marketing programs by addressing the interests and needs of our guests through quantitative and qualitative measures. 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
- Total gaming budget within 180 miles of the property is approximately \$10 billion

Non-Gaming

Marketing for Montreign’s non-gaming amenities will focus on the primary and secondary markets (listed above), with the purpose of driving mid-week and weekend day revenue. We will market and promote our hotel, restaurants, entertainment, spa, salon, 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 expand our demand beyond the gaming guest driving demand throughout the area.

Primary Market (less than 75 miles)

The heaviest allocation of marketing communication will be in this area, focusing on key metropolitan areas. Mediums will include print, radio, outdoor, website, television, and social media. For direct marketing purposes, strategic initiatives may include special hotel and entertainment packages for Montreign guests. As warranted by population and distance, charters and line bus marketing will also be used in this market.

Secondary Market (75 to 90 miles)

Within the secondary market, Me. Club members will be marketed through direct mail programs, and hotel offers, along with charter and line run bus marketing incentive packages. In addition, Montreign will utilize junket programs, telemarketing and direct contact through our player development initiatives.

Tertiary Market (90 to 180 miles)

Within the tertiary market, prospects and existing guests will be targeted through strategic general awareness marketing campaigns and direct marketing programs that will include motor coach, junket, and direct contact through telemarketing efforts and player development department staff. These initiatives will serve to leverage Montreign and Adelaar, along with other area attractions, while promoting overnight hotel stays at Montreign. A heavy concentration on Asian marketing in the New York metropolitan area will be handled directly by our Asian marketing team. Furthermore, other marketing efforts will focus on the metropolitan areas in Pennsylvania, New York, and New Jersey.

Other Markets (Beyond 180 miles)

Markets beyond 180 miles will be marketed to the tourist, business conferences and selected gaming guests. We will evaluate and consider air charters and junkets to bring guests from greater distances to Montreign.

Conferences, Social, Fraternal and Government Meetings and Weddings

Montreign's sales team will market our flexible meeting, event, and conference space to accommodate the meeting and event needs of diverse segments. Our meeting room space is ideal to meet the needs for small to mid-size businesses, government meetings, conferences, and multiple social events.

We will aggressively market and sell the conference and banquet business. Our focus is to bring conference business back to the Catskills.

Indoor Waterpark Lodge

The Indoor Waterpark Lodge will target the following market segments:

- Families for extended weekends with head of household
- Families for weekday visits without head of household
- Adults ages 19-40 seeking adventure and an escape from the city
- Youth ages 13-18 coming to the park in groups for birthdays or sport outings
- School class parties for upper elementary through senior high school grades.
- Business and corporate conference groups, retreats and teambuilding
- Churches and special interest groups, including weddings and bar mitzvahs
- After hours market for special parties and conference center patrons

The Indoor Waterpark Lodge marketing strategy will be designed to create the maximum penetration to reach our target market. Marketing plans and strategies will be put in place to ensure that the Lodge is economically successful.

The Lodge's website will include feature and attractions at the property and at similar projects owned and operated in the Wisconsin Dells, Smokey Mountain and Pocono Mountains. A reservation and booking system will link all aspects of the Lodge. Advertising brochures and literature will be developed for booth display at highway traveler rest stops. A concerted effort will be made to supply all of the hotels, motels, and restaurants in the area with display literature promoting the Lodge.

Prior to opening, the target market will be identified and mailing database established to target households that have children from age 5 to 17. Newspaper advertising will begin prior to opening and coupons included in mailings from distributors such as Val-Pak. The Lodge will initiate a telemarketing program that will target promotions for corporations, churches, and youth groups. The telemarketing team will emphasize selling weekend corporate outings with 60 or more participants. Special group rates will be offered along with catering for companies, weddings and social gatherings. Expanded advertising with the local radio and New York television stations will be deployed prior to peak seasons.

Entertainment Village

The Entertainment Village sits at the center of the Gaming Facility in between the Montreign Resort Casino, the Indoor Waterpark Lodge and the Monster Golf Course. It will be promoted as a place where

all market segments visiting the other facilities can come together to leisurely shop, dine, imbibe and relax. It is the intention that there is “something for everyone” in the Village. While each store will have its own strategy to attract customers, the following marketing actions have been developed to promote the Village as a whole:

- **EVENTS AND PROGRAMS**
Organized events and activities held in the Village that attracts customers and promote the Village as a hub of activity.
- **COMMUNICATION**
Strategies and activities that communicate and promote Adelaar including retail offerings across all markets.
- **IDENTITY**
Physical elements, promotional materials and branding messages that communicate and define the Village’s offerings and identity.
- **BUSINESS DEVELOPMENT**
Organized activities and programs that act to extend and develop the capability of existing businesses in the Village and at Adelaar.
- **COMMUNITY OUTREACH**
Farmer’s markets, business days and regional festivals that celebrate the bounty of Upstate New York and its value as a tourist destination.

Monster Golf Course

Once improved, the Monster Golf Course will once again reclaim its position as one of the preeminent golf courses in the Northeast. It will likely pull in visitors from a national and international market that will be drawn to a historic old course masterly renovated by the acclaimed golf course architect, Rees Jones. As a key marketing component of the Gaming Facility, the Monster Golf Course will solidify Adelaar’s position among the best destination gaming resorts in the country.