



Submit as Exhibit VIII.B.9.b. the Applicant’s marketing plans for the proposed Gaming Facility with specific reference to pre-opening marketing and opening celebrations. Include the minimum annual dollar amounts, kinds and types of general promotion and advertising campaigns that will likely be undertaken, and the proposed market to be reached; the number of visitors who are projected to stay overnight at the Gaming Facility; and other examples of joint marketing ventures, if any, undertaken by the Applicant in other jurisdictions.

As a result of Regional competition and the construction of Alternative #1 certain changes will be made to the Marketing Plan, Attachment VIII.B.9.b.-ALT-1.

As detailed in Section VII. I of the Marketing Plan, the annual number of visitors who are projected to stay overnight at the Gaming Facility is in the Alternative #1 scenario on the high case is 375,000 and in the average case 371,000.

Other than the changes noted above and outlined in the Attachment VIII.A.3-1(a) there are no other changes to the Marketing Plan as a result of implementing Alternative #1.

Attachment VIII.B.9.b.-1 provides more details concerning the scope and depth of Montreign’s marketing, promotional and advertising efforts.