



EXHIBIT VIII.B.9.b.

MARKETING PLANS

Marketing Plans

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.

Montreign Operating Company, LLC's Marketing Plan for the proposed Gaming Facility is attached as Attachment VIII.B.9.b.-1. The Marketing Plan includes specific reference to pre-opening marketing and opening celebrations in Sections VII. A and B.

Included in the Marketing Plan is the minimum annual dollar amounts, kinds and types of general promotion and advertising campaigns that will likely be undertaken by Montreign, and the proposed market to be reached.

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 476,000.



Empire Resorts, Inc., through a wholly owned subsidiary, conducts business in New York and does not operate facilities in other jurisdictions. Therefore, Montreign does not have any joint marketing ventures in other jurisdictions. Montreign instead shall focus its resources on cross-marketing efforts with other amenity providers located in the Gaming Facility, with Monticello Casino & Raceway and with regional retail, hospitality and recreational establishments (See Attachment VIII. B.9.b.-1, Section VII. E).

OUR INTENTION IS SIMPLE: THE REBIRTH OF THE HOSPITALITY AND TOURISM INDUSTRIES IN THE CATSKILLS.

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