

PLAYER DATABASE AND LOYALTY PROGRAM

EXHIBIT VIII. B.2

Genting Rewards Club

Adult guests will be offered free membership in the Genting Rewards Player's Club; a branded club that is used world-wide by Genting properties. Members earn points towards retail cash value by utilizing their card while gaming and cash purchases throughout the property including dining, rooms, retail, tickets and at the array of amenities including the RW Spa. In addition points can be earned through purchases at local businesses and through special promotions in the casino and throughout the property.

Genting Rewards Club membership includes five levels of cards that create a segmented approach to rewarding guests and inspiring consolidation of their gaming wallet to the property.

- **Classic:** given to new members this card is considered entry level and starts with the lowest point earning power but can quickly be powered up to the next tier through play and purchases.
- **Silver:** positioned to be earned quickly by a mid-level player this level is utilized to reward loyalty and offers an increased earning rate and additional discounts for purchases.
- **Gold:** earned by a guest at the top of the mid-level segmentation with consistent visits to the property this customer's earning rate is double of the entry level card and the member starts receiving priority line and reservation access for select areas, dining and events.
- **Platinum:** guests that achieve this level are in the primary segment target for the resort and often harder to create as a loyal customer due to the aggressive marketing programs from competitors. Aggressive reinvestment levels, hosted service, priority lines and reservations, upgrades and access to VIP clubs, areas and events create the aspiration to be rewarded with this card level.
- **Black:** Limited to the top 1% of the database this card level is not actively marketed to the general public and requires a significant increase in play to achieve the status. Reinvestment is significantly higher and the Black card is a key to access all VIP areas as well as the premier amenities and private salon areas. Personal host service includes arranging all transportation, excursions, meals, room amenities and making sure guest does not want for anything while a guest on property.

Figure VIII. B.2-1. Genting Rewards Club Membership Cards



Tiered cards from all the properties in the Genting family are recognized throughout the properties and when presented a card of equal status is given to a visiting player. Hosts will be assigned to visiting players and ensure that their achieved status is respected and the level of service is as expected from a Genting property.

PLAYER DATABASE AND LOYALTY PROGRAM

The ability to market and connect with Genting Rewards members that have visited sister properties throughout the world creates a connection to the tourists visiting the region prior to their arrival and creates a compelling reason to add an excursion to the property and surrounding venues. Creating additional value for Genting Rewards members with special programs, discounts for tourists and an easy connection to reservations and transportation will be a marketable difference for Resorts World Hudson Valley.

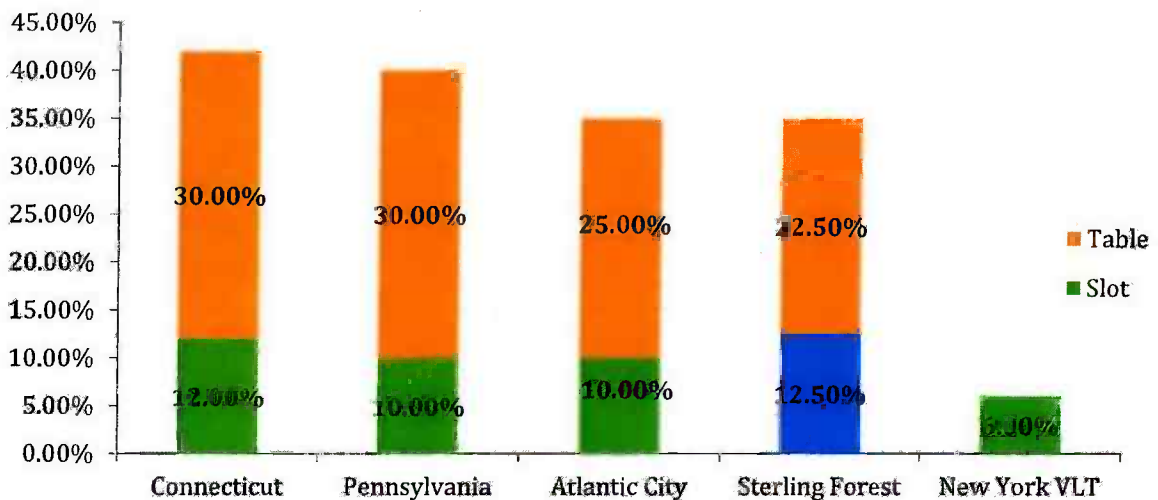
Players that present an upgraded card from a competitor casino outside of New York will be offered an immediate upgrade to Silver, Gold or Platinum and a match of their current valid offers from that competitor. Offering immediate status will mitigate the advantage of the status at a competitor and matching the offer will further deteriorate the reasons for still traveling to a competitor further away.

Current reinvestment in gamers from the surrounding states continues to be aggressive with their Player Club reinvestment and will likely increase to counter our entry into the market. Current estimates of reinvestment for rated play combined point and comp bucket reinvestment in the competitive set:

- Atlantic City: 10% slot/25% table
- Connecticut: 12% slot/30% table
- Pennsylvania: 10% slot/30% table
- New York VLT: 6% - 8%



Figure VIII. B.2-2. Rated Play Reinvestment Point & Comp (Percentage of Net Win)



The slot reinvestment is lower in most jurisdictions due to the free play that can be offered to subsidize the play. Reinvestment through free play is significant in the competitive set with large ranges in casinos within steps or miles of each other. The disparity for the NY VLT market is based on a cap of 10% of qualified free play consideration as tax free.

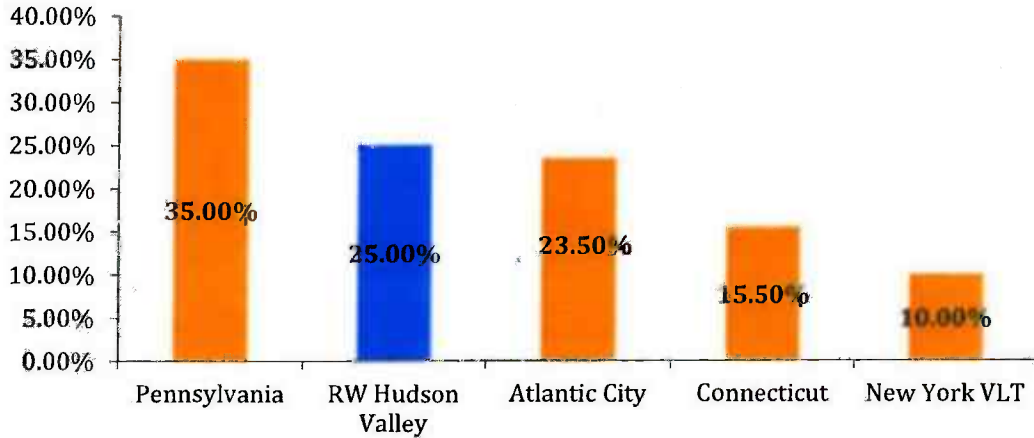
- Atlantic City: 18% - 29%
- Connecticut: 12% - 19%
- Pennsylvania: 20% - 50%

PLAYER DATABASE AND LOYALTY PROGRAM

- New York VLT: 10%



Figure VIII. B.2-3. Free Play Reinvestment (Percentage of Net Win)



The reinvestment at Resorts World Hudson Valley will be carefully weighed against the competitive set and adjusted accordingly for market changes and to address the seasonal trends in the market. An additional consideration is the reinvestment for properties in New York. Utilizing a reinvestment strategy that places the reinvestment strength in the top segments will mitigate the cannibalization of other products in New York.

Reinvestment strategies for out-of-state gamers with upgraded status and residents not captured previously in the New York City base of Resorts World Casino will be enhanced through promotions based on their play through a promotional module that can reward based on play level at the machine.

A secondary comp bucket will be utilized to manage the additional investment for guests that are targeted for development. Host and casino floor personnel will be able to accommodate a guest with requests beyond their current investment by accessing this bucket. This bucket will be set higher for out-of-state and international visitors initially until they are entrenched in our programs.

Point and Complimentary Redemption

Points are the industry standard for not only slot players but now table players to allow for transparency in their play rewards and allow them to manage their own rewards.

The cash value assigned to the points will offer an array of choices for the guest:

- Dining at outlets in the resort.
- Hotel rooms.
- Club entry.
- Valet.
- Free Play on the casino floor.
- Event tickets.
- Spa services.
- Purchase at participating retailers in local area.
- Event and Entertainment purchases at local venues.
- Transportation tickets.

PLAYER DATABASE AND LOYALTY PROGRAM

The guest will also have the ability to see and manage their awarded complimentary value in their primary comp bucket. Complimentary dollars can be utilized throughout the property at all venues.

Transportation, event tickets, club entry and special overnight packages can also be purchased with available comp dollars.

The ability to vary the point criteria to redeem various event tickets, rooms, services and amenities will be utilized to fill seasonally low periods. Guests with unused point balances will be given a chance to make their play more valuable.

Events and local attractions can benefit from the ability to offer increased value through special point offers to increase their visitation. Be it the Apple Festival, Wine Festival or a Musical Festival retail consumers are always looking for a value proposition especially when they have earned the value through previous expenditures.



PLAYER DATABASE AND LOYALTY PROGRAM

Player Database Build

Multiple efforts will be in place to help build a marketable base prior to opening. Genting Rewards membership will be offered and members will start receiving teaser campaigns and even offers based on their profile upon sign up.

Getting a membership card will be convenient as we spread across the primary market region with the various campaigns to include:

- Online membership drive by utilizing QR codes throughout all the advertising and via a digital campaign.
 - New members that sign up online and provide a mobile number will be alerted to locations of the Resorts World HV mobile unit to get their card.
 - Special flash sales, video premiers and contests will be available to the online base pre and post opening.
 - Checking in with business partners will earn points and rewards for members who are connected online.
- Sponsorship of local events and festivals to sign up local residents and provide updated information on the opening.
- On-property visitor center during construction for residents and curious travelers to see the final vision and sign up for a member card or make reservations.
- Introduction of Resorts World HV on wheels. A luxury motor coach wrapped with advertising to utilize at festivals, events, malls and throughout the region. The interior will offer a team to sign-up visitors, make reservations and utilize interactive games on digital screens to reward new members. This mobile until will also be utilized in conjunction with radio and television remotes.
- Pop-up kiosk will be utilized at Woodbury Commons Outlet mall pre-opening. Property representatives will be available to interact with the guests to create memberships and create cards for guests for Genting Rewards. Reservations can be made on-site and to take advantage of flash sales for overnights and packages.
- Sponsoring events in the region that cater to customers fitting our target segments will enhance the overall plan to build awareness pre-opening. Various annual events will be targeted in the season prior to opening to come in as a sponsor and have a presence to connect with guests and create a database build opportunity.

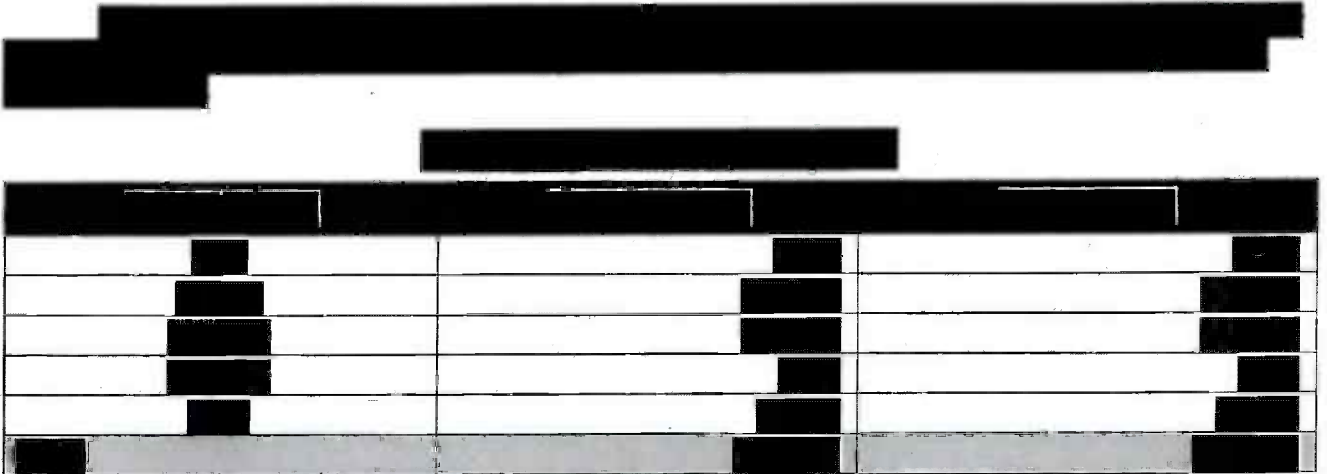
To take full advantage of the multitude of opportunities that present an event team will be in place. Events include

- Bryant Park Events: in the heart of Manhattan the park hosts a series of well-attended events with their most popular being Broadway in Bryant Park followed by the Christmas Market that runs through the holiday season.
- Annual festivals and events in New Jersey and Connecticut. Throughout the primary marketing region there are major festivals and events that provide opportunities to sponsor stages, attractions and have a presence via a booth or attraction.
 - Events targeting the Asian population in the region including the Dragon Boat Festival, Chinese New Year parades and the Diwali festivals.
 - Presence at the LGBT events in the region including sponsorship of the Lady Liberty WNBA team in Madison Square Garden.

Guests who present a competitor card that is upgraded will be eligible for the upgraded card prior and offers will be sent based on the tier levels awarded during the pre-opening campaigns. In addition current Resorts World Casino and Genting database members will be included in the teaser and opening campaigns.

PLAYER DATABASE AND LOYALTY PROGRAM

Player Database



The build of our Genting Rewards base will begin prior to the operation start-up with sign-up available online and at events as outlined in the pre-opening advertising campaign information to database members at our other locations.

Business partners will be an integral part of the pre-opening plan to establish a relationship of the value being a member and patronizing the local venues. Guest will be asked to give us an interest profile to help guide future offers.

Utilizing the guest preferences to guide offers new guest will ask to connect with the resort online. Connecting online with the patrons will further enhance our ability to focus the marketing to their distinct area of interest.

Gamer Direct Response Program:

- Genting Reward members with the qualified minimum value for rated play per trip will be included in this program.
- Offers will include gaming centric offers with special promotions including point multipliers and aggressive offers that can be earned by utilizing their new Genting Rewards card when playing.
- Guest trip patterns will be tracked to start offering more tailored offers based on not only their gaming but include: game preference, retail expenditures, amenity use and preferences for events and entertainment.
- In addition to understanding the guest behavior their preference for contact will be included. Given the connectivity of the regional market and the ease of communication with international guests we will be implementing a complete digital program.
- Offer valid periods will be tailored to proximity and gaming patterns established over time.
- Offers will be flexible for a guest to use credit at their choice of dining or an amenity such as the spa.
- Direct response programs will be utilized to mitigate the seasonal trending through offer value management and offering feature packages.
- Host contact systems will be managed through the Player Database with programs to mitigate visitation erosion.

PLAYER DATABASE AND LOYALTY PROGRAM

Retail Direct Response Program:

- Genting Rewards members with minimal gaming but qualified retail purchases will be included in these programs.
- Offers will include discounts and special packaging of events, amenities, retail, rooms and transportation in addition to discounts for individual events and amenities.
- Local regional partners will be invited to be part of the direct response campaigns and include special offers to those segments profiled to their particular business or attraction.
- Seasonal trends will be addressed with more aggressive campaigns during seasonally low periods. Targeting segments profiled to be most likely to respond with the very best offers.
- Tour groups that include retail shopping trips, Fall Foliage, Apple picking and other popular events will be offered the card to receive special discounts throughout the region and to convert the card issue to be their own online or at the property.
- Genting Rewards members in large groups can be connected and the earned value of the group will be utilized to offer special incentives based on the total spend of the group.
- Incentives for groups will focused on offering value for individuals to return during low season.

Customer Life Cycle

The database will be managed through a sophisticated database that will be utilized to identify when there is a change in behavior that merits a different marketing approach in their direct response profile.

The ability to take the program decisions to targeted levels based on behavior will be leveraged to maintain a high active ratio and identify the most profitable approaches. This is essential to maintaining the appropriate level of communication with the top 20% of the database that will generate the lion's share of the revenue.

Traditionally this is the case for gaming revenue but it also can be applied to the resort consumers that can become entrenched in programs to inspire loyalty as a destination of choice when planning a weekend getaway, business meeting and an extended stay vacation.

There are basically five points utilized to measure the life cycle of a frequent gaming customer:

1. First Impression:

- An important step in creating brand loyalty from a guest.
- If the first visit does not deliver and entrench a guest into your programs it is unlikely you will be able to achieve the three trips that are the benchmark for a loyal database customer.
- Guest needs to be identified by enrolling in a player's club or brand loyalty card for non-players.
- First offers and communication you have with the guest after their visit are included in this phase.
- Depending on value of the guest the communications range from direct response mail, email and SMS text messaging to personal follow up through Player Development.

2. Visitation Spike:

- Marked by guests responding to offers of free play, hotel, spa and other amenities.
- Guest start participating in events, entertainment and promotions their visitation pattern spikes.
- Commonly referred to as the "upside" or V-spike.
- Generally 1-3 years in length.
- Players are excited about the property and their new relationships.

PLAYER DATABASE AND LOYALTY PROGRAM

3. Loyalty Plateau:

- Top of the visitation curve, visits including gaming and non-gaming activity reach a plateau.
- Proper management of offers and expedited identification and response to behavior changes by the guest will help maintain this patron at this level for an indefinite period of time.
- Generally this lasts from one to five years.
- Group most affected by competitive changes in the market.

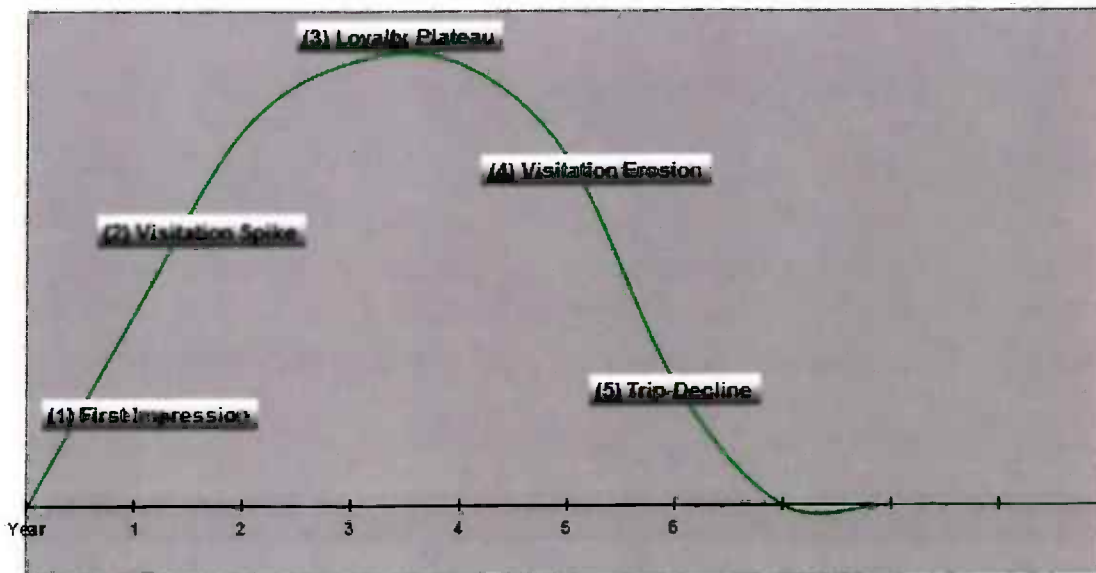
4. Visitation erosion:

- Increased visitation leads to additional opportunity for service disconnects.
- As their gaming revenue becomes dispersed to more venues their offers will start reflecting the change in behavior.
- Player often takes the position that they should be receiving more to keep them active and it often leads to a patron becoming less satisfied, over-comped and sensitive to any change in offers.
- The enchantment of the new relationship has passed and although their expectations remain tied to their previous level of play their comps and amenity offers remain the same or are slightly lower reflecting their new level of play.
- Erosion usually begins from 3 to 5 years after the initial V-spike but is expedited by an increase in competition.

5. Trip decline:

- Consumer life cycle turns downward as the patron becomes entrenched in other programs or lacks the resources to continue to game at previous levels.
- As their funds decrease the perceived value of their gaming increases which directly conflicts with the reality of their offers declining based on the new play level.
- Retention plans are crucial at this point and must vary based on the previous consumer behavior.
- Most of the time this behavior is due to the guest moving their play to another venue.
- Generally this guest reaches the bottom of the loyalty curve within six to twelve months of a trip pattern change from their loyalty plateau.
- Identifying the change immediately can often prevent the complete dissolution of the relationship and although the reinvestment level must increase to re-establish the relationship it is lower than the cost of replacing the guest with a new customer as the property reaches maturation in the market.

Figure VIII. B.2-4. Patron Life Cycle



Although this model reflects a gaming patron's life cycle we can utilize additional measurements to address each element of the resort to identify loyal guests. The tourist market does not generally fit this model.

Based on a trip pattern established over the initial 12-24 months of operation we can identify regional guests that have a decline in their visitation pattern and create effective offers to drive return visits.

Maximizing Customer Life Cycle

The cost of attaining a new customer after the initial database is established is much higher than implementing strong retention or reactivation programs for known customers.

Establishing a strong relationship pattern with the guest that is tailored to fit their visitation and activity profile is primary in creating meaningful offers that continue to keep the guest loyal and the share of wallet consistent.

First Impressions

- Create immediate connection to the guest to let them know you think they are valuable as a customer.
- Monitor responses to initial offers and adjust offers as needed to garner the initial three visits.
- Get feedback from guests.
- Send high-worth guests to Player Development immediately for personal intervention
- Offer temporary upgrades based on initial trips.

Visitation Spike

- Continue to monitor for pattern or trip deviations.
- Reward increases in trip activity or play immediately to reinforce the behavior.
- Monitor declines and react if pattern does not adjust in short period.
 - Review total play to determine if overall worth merits a soft-offer upgrading them or adding them to a promotion or event.

PLAYER DATABASE AND LOYALTY PROGRAM

Loyalty Plateau

- After guests have established their long-term trip and gaming pattern monitoring their behavior for deviations in trip frequency, length or value is the primary way to react prior to them moving to the next step of trip decline.
- Adding additional offers and benefits based on historical worth will be implemented to counter the frustration of offers not improving as was experienced in the visitation spike and initial membership.
- Higher worth guests often benefit and request a change of hosts or preferences which can be accommodated.
- Introducing new amenities and giving qualified guests will often extend this period of the life cycle.

Visitation Erosion

- Guests in this cycle are considered to be "at-risk" of becoming inactive in the short term as their offers decline due to the new behavior.
- Determining the point visit erosion starts is almost impossible due to the multitude of reasons so a cautious approach will be utilized initially.
- A temporary increase in their reinvestment strategy with point and comp earning will be initiated to give the guest additional value for their play as many will be unhappy that their offers and purchasing power has decreased as a result of their new behavior.
- If the erosion continues after the initial offer change is implemented than an escalation of offer values and combinations will be utilized.
- Guests in the top tiers will be presented to Player Development for personal intervention to determine the viability or retrieving the play to previous levels.

Trip Erosion

- Loyal customers that have trip erosion will be a top priority for reactivation with aggressive offers since these guests have already been addressed in the visit erosion campaign.
- The programs aimed at reactivation for lower level gamers but will be aggressively positioned to not only reactive but gain momentum in their play.
- Mid to high level gamers will receive additional comp and points to give them a variety of choices on their return trip and their play offers will be greatly enhanced. Reactivation will immediately be rewarded with a duplicate offer and then inclusion in the active programs.
- Top tier gamers will be handled through Player Development. Offers will need to be determined based upon personal communications and determination of the factors that will move them back to the property.