

**Exhibit IX.B.5**  
**Cross Marketing**

*Submit as Exhibit IX.B.5, a description of plans for cross-marketing with other attractions. Provide copies of any contracts, agreements or other understandings evidencing such cross-marketing commitment.*

Rivers Casino & Resort will benefit from the rich diversity of attractions in the Schenectady/Capital Region. The goal will be to work in a synergistic fashion with the Albany Convention and Visitors Bureau, the Albany visitor's center, historical and cultural attractions, as well as participating appropriately with the local events to further tourism and tourism spend within the region. In surveying individuals who had traveled to New York State between 2002-2007 and had most recently visited the Capital Region, Hall & Partners found that visitors are most interested in entertainment options. While 56% of those surveyed cited "experience local culture and historical sites" as their primary motivations for traveling to the region, a sizable 42% of tourists ranked "entertainment," including "visiting casinos and gambling," as their primary motivation. Co-promoting attractions and the casino resort will attract new guests seeking a fuller entertainment experience, as well as increase the length of stay and spend of tourists by providing a fuller compliment of options and a broader appeal.

Opportunities will be explored with region attractions such as Capital tours, NYS Museum, historic sites, and local museums for cross promotion including inclusion on the property web site, hotel and on property. Invitational outings for casino guests will be used to attract guests to stay and play in the region. Grass roots efforts will include participation at or sponsorship of key regional events (Little Italy Festival; Riverfront Jazz).

Tactics to cross promote these attractions would include:

- Resort Web Site Attractions Page
- Rush Rewards Plus Program
- Hotel Packages
- Community Calendar at Resort
- Guest events
- Tour packages, both FIT and groups
- Collateral and concierge distribution on site
- Co-op marketing and advertising