

Player Database and Loyalty Program

- a. A significant strength in this project is the equity in Traditions Resort & Casino manager's loyalty program, the Seneca Players Club ("Program"), and the opt-in customers in the program ("Database") across the three Seneca Casino properties. Traditions Resort & Casino will not be starting from scratch to develop a customer base since Seneca Gaming Corporation ("casino manager") has been in casino operations in Western New York for over 11 years, and has a wealth of knowledge pertaining to the demographics and visitation trends of its' over ■■■MM member database. There are cross-marketing opportunities that can be extended to the the database, of which over ■■■% reside in areas outside New York State with nearly ■■■000 customers reside in Canada. This bodes well for the success of Traditions Resort & Casino and the continued success of Seneca Gaming Corporations properties and the State of New York as there is relatively nominal overlap and minimal cannibalization from existing casinos that contribute revenue to the State.

Established in 2005, the Seneca Players Club program was recognized with 'Best of Gaming' awards in 2013 as chosen by readers of *Casino Player* magazine including Best Comps in the Native Northeast region. Overall Seneca Gaming Corporation's properties were awarded with 31 'Best of Gaming' distinctions further cementing the Seneca Brand as a premier entertainment destination in the Northeast. The program is free to join and it's main benefit to members is the ability to earn points for slot and table play that can be redeemed for valuable merchandise, dining at a variety of outlets, hotel stays at either of the two AAA 4-diamond hotels, spa services, golf at the area's premier course or for any of the innumerable live entertainment options. For the most loyal patrons, two VIP tier card levels are offered that are both aspirational and rewarding. The VIP tier card levels opens up a world of prestigious benefits including invitations to VIP-only events and tournaments, enticing special offers, VIP discounts, front-of-the-line access, personalized service from Casino Hosts and other rewards available only to the top tier of patrons including the ability for members to redeem their points for travel through Horizon Club Tours/AAA.

- b. The Manager maintains a customer database ("Database") that tracks the play of its Program members for its three Seneca Casino properties. As one would expect, the number of customers in the database is greater when in closer proximity to the existing properties. The Seneca properties are identified as purple dots at the western portion of the 200 mile ring presented in the map (see next page).
- c. Both the Program and Database will be available for the marketing, promotions and advertising of Traditions Casino and Resort subject to regulatory approvals.

Exhibit VIII.B.2

d. There are currently [REDACTED] active members in the database as of May 11, 2014 and [REDACTED] inactive members. Of the total database, there are over [REDACTED] members who have an email address added to their account.

e. The closest Seneca property to the Traditions Resort and Casino property is Seneca Allegany Casino, approximately a 180 mile drive from the proposed site location. It is a testament to the quality of the Seneca property experience and the efforts of the management that over [REDACTED] players who drive at least 80 miles to play at Seneca Allegany are included in the active database.

Seneca Gaming Player Club Members		
Miles From Traditions Resort & Casino	Players	Total
0 - 50	[REDACTED]	[REDACTED]
51 - 100	[REDACTED]	[REDACTED]
101 - 150	[REDACTED]	[REDACTED]
151 - 200	[REDACTED]	[REDACTED]
Total 0 - 200	[REDACTED]	[REDACTED]

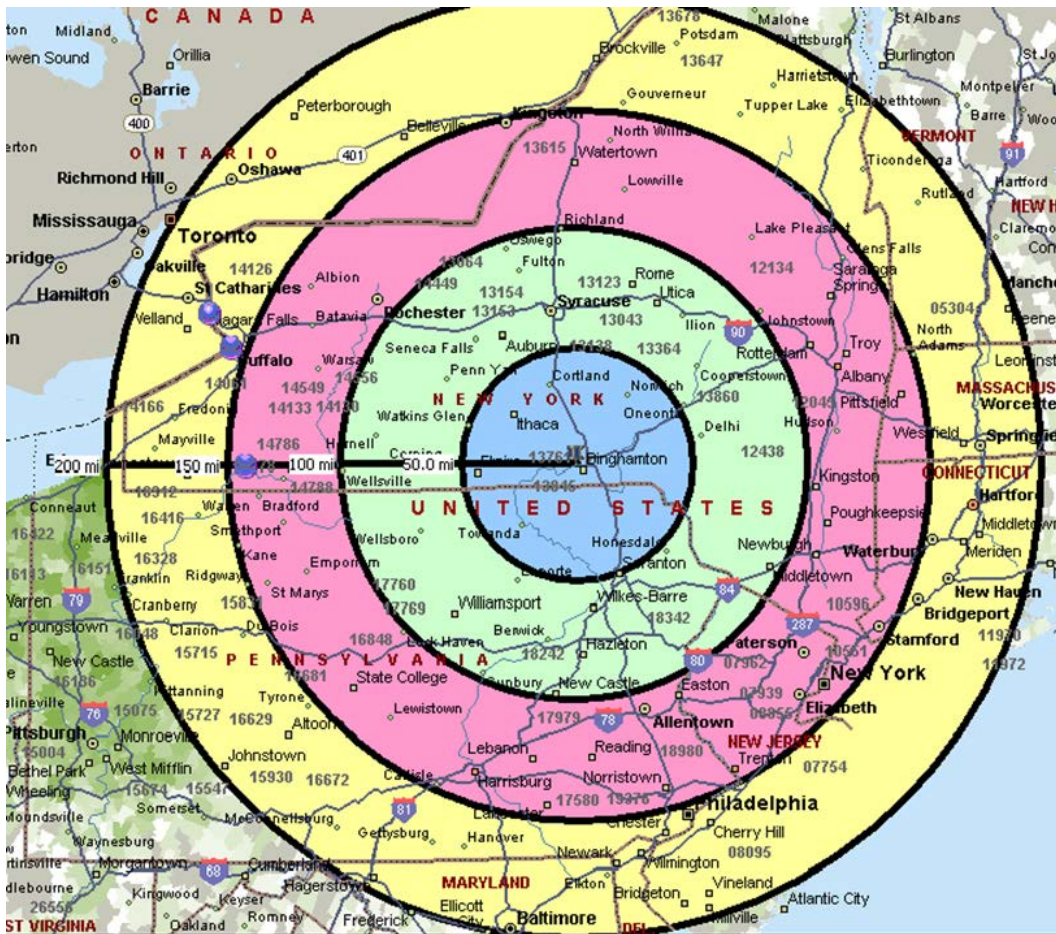


Exhibit VIII.B.2

- f. Database Marketing and Direct Marketing are the core component of the casino's marketing program for customer communication, trip generation and cementing customer loyalty through repeat visitation.

Through database segmentation using a sophisticated business intelligence software system (██████), the management team can identify key profitable customer segments including opportunities to reward customer loyalty, increase player visitation, reactivate dormant accounts, cross-market and introduce new experiences to customers.

Building brand awareness for Traditions Resort & Casino is a critical starting point and the ability to leverage an existing player database will assist in reducing player acquisition costs. Since the database is opt-in, a series of communication campaigns will be executed including direct mail, email blasts and voice blasts.

In addition, Seneca Casinos launched individual property mobile apps back in September 2012 and since then there have been over 515,000 unique users, and an average of over 40,000 unique users per month. The mobile apps as well as the Seneca Casinos websites also offer the ability for its program members to login to their account online 24/7 to view information about their account including point balances, available offers and upcoming events. Similar to the Seneca Players Club, the Seneca Casinos apps were recognized with the Best of Gaming award for Best Mobile App in 2013. The Seneca Casinos Facebook page also features over 60,000 "likes" (fans of Seneca Casinos), further broadening the reach of customers. These are additional key communication channels to cross-market and promote the Traditions property as tailored promotional messaging can be added to these applications.



SENECA-ON-THE-GO!

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Simply download our mobile apps, click on Player's Club login, enter your account number and PIN - and you're in!

"VOTED BEST MOBILE APP"
by Casino Player Magazine

In addition to building brand awareness, customer acquisition is a key initiative for the Traditions project. Customer Acquisition can occur in two key ways; a) sign-up for the Traditions Players Club, b) sign-up for an Email Communication program for Traditions that includes both casino patrons and patrons looking for more amenity-related experiences (i.e. entertainment seekers) and c) download of a Traditions Resort and Casino mobile app. Executing sweepstakes and promotions linked to opt-in and download will be an effective means to capture customer information and encourage trial and visitation.

Exhibit VIII.B.2

The customer segments where the marketing efforts will be focused on include:

[REDACTED]

- a. [REDACTED] layer tracking, revenue and expense information will be used to determine player profitability which then flows to targeted campaign development.

Direct Marketing initiatives will include various campaigns that are aligned with the Customer Life Cycle;

- [REDACTED]
- Conversion [REDACTED]
- Retention [REDACTED]
- Loyalty [REDACTED]
- Win-Back [REDACTED].
- Targeted Campaigns [REDACTED]

Increasing the size of the email database will enable the use of email marketing as the main tool for communicating to the patron database, which is both cost-effective and allows for quick turnaround for communication. It is also aligned with current trends in the marketplace as patrons continue to increase their use of mobile devices for various functions including email, text messaging, receiving offers & discounts, and booking reservations or making purchases online.