

Exhibit IX.B.1 – Local Business Promotion

Traditions is located within minutes of numerous restaurants, hotels, car washes, car mechanics, retail shops and other small businesses in the Johnson City and Endwell areas, such as The Blind Tiger Pub, The Court Jester Athletic Club, CK's Laser Wash, The Hampton Inn, La Quinta Inn, Food and Fire Barbeque, The Broadway Diner, The Oakdale Mall, and several others. Since introducing our proposed casino development, these businesses and many more have recognized the potential for Traditions Resort & Casino to bring new traffic to their doorsteps, and the majority of them have enthusiastically endorsed our project as demonstrated in exhibit IX.A.1.b.3

The destination gaming resort is expected to attract up to 4,000 visitors on a daily basis, approximately half of which will be visitors from outside of Broome County who are coming to Traditions by way of one of three major highways (Interstate 81, Interstate 88 or NY 17 / NY 86). These patrons will exit onto Harry L. Drive in Johnson City or Main Street in Endwell and pass by several small businesses on their way to the proposed gaming resort.

To further integrate Traditions into our community and increase the likelihood that these travelers will visit local businesses, Traditions will be implementing a player rewards point program in cooperation with local businesses. Gamers at our resort will be able to accumulate player reward points redeemable for products and services at nearby businesses. Traditions will purchase store credit or gift cards from these businesses on a regular basis to replenish such rewards. Since announcing this program, Traditions has had numerous local businesses register interest in participating. A partial list is included in exhibit IX.B.1.b.

Traditions have established agreements with a several local hotels in order to direct Traditions Resort & Casino guests to them when Traditions' hotel is at capacity. Our resort already maintains such relationships with certain hotels in our area, but will expand its walk agreements to additional hotels upon expansion of our hotel. These hotels walk agreements are in exhibit IX.B.1.a.

To further promote consumer traffic to our local businesses, we have established cross-marketing and promotion agreements with numerous local attractions as evidenced by exhibit IX.B.5 that will directly associate Traditions directly with the primary attractions of the Greater Binghamton area, including live sports venues like the Binghamton Mets, theaters like the Cider Mill Playhouse and museums like Roberson. These relationships will help to integrate Traditions into Broome County's existing offerings; in some cases creating extensions of our resorts amenities and that will drive additional traffic from our facility through our neighborhoods and past local businesses.