

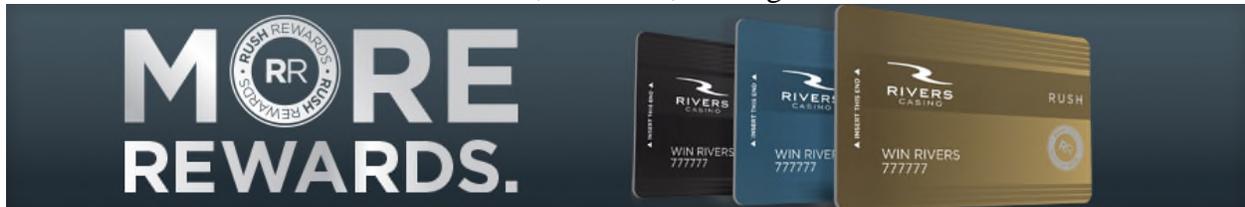
**Exhibit VIII.B.2**  
**Player Database and Loyalty Program**

Submit as **Exhibit VIII.B.2.** the following:

- a. *describe any loyalty, reward or similar frequent player program (a “Program”) maintained by the Applicant or, if applicable, the Manager for any casino the Applicant or Manager owns, operates or manages.*

Rush Street Gaming (“RSG”) has established its Customer Loyalty Program, Rush Rewards. Recognized as a Best Players Club 2013 by Casino Player Magazine, Rush Rewards is designed to recognize and reward gaming customers based on their continued visitation and play. Customers are encouraged to join Rush Rewards, and use their card to be rated in both slots and tables to receive the maximum benefits through the program. Through carefully crafted and personalized offers based on play, guests feel appreciated, known, and rewarded for playing at a Rush Rewards casino. Customers receive free slot play, complimentary food and beverage, gifts and special benefits through the program.

Rush Rewards has three tier levels: Rush, Preferred, and Signature.



Three casinos presently offer the Rush Rewards loyalty program: Rivers Casino Pittsburgh; Rivers Casino Des Plaines; and Sugarhouse Casino in Philadelphia. While these casinos share the name and primary benefits of the program, unlike some regional or national casino loyalty programs which require the same earning or redeeming criteria at each property, Rush Rewards allows each property to use unique earning and qualifying criteria to target the right customers with the right offers in each market.

# Rivers – Pittsburgh

# Rivers – Des Plaines

## RUSH REWARDS BENEFITS



	RUSH 0-24,999 BASE POINTS	PREFERRED 25,000-99,999 BASE POINTS	SIGNATURE 100,000+ BASE POINTS
Direct mail and email	■	■	■
Free Slot Play offers*	■	■	■
Direct mail and email food offers*	■	■	■
Entry into special promotions, drawings and events*	■	■	■
Free check cashing	■	■	■
5% discount at Grand View Buffet	■	■	■
5% discount at Gift Shop (excluding sundries)	■	■	■
Free self parking (excluding game days and special events)	■	■	■
Free valet parking (excluding game days and special events)	■	■	■
Complimentary and discounted rooms at partner Las Vegas Casino Resorts*	■	■	■
Complimentary annual cruise from Norwegian Cruise Line*	■	■	■
Discounted cruises from Norwegian Cruise Line*	■	■	■
15% discount at Grand View Buffet	■	■	■
15% discount on Gift Shop (excluding sundries)	■	■	■
25% discount on Gift Shop (excluding sundries)	■	■	■
25% discount at Grand View Buffet	■	■	■
Priority lines at Rush Rewards Players Club, Gift Giveaway Center, cashier and Grand View Buffet	■	■	■
Priority seating at Grand View Buffet and Andrew's Steak and Seafood	■	■	■
Access to 446 Club	■	■	■
Personal host services*	■	■	■
No-Fee ATM transactions in 446 Club**	■	■	■

\*Based on rated play.  
\*\*Bank charges may apply.

Rush Rewards member status is evaluated every six months from January 1 through June 30 and July 1 through December 31. Rush Rewards points will expire after six months of inactivity. Gift Shop and Grand View Buffet discounts are only valid for cash sales. Promotional offers may not be combined.



## RUSH REWARDS BENEFITS

As a Rush Rewards member, you are now eligible to receive direct mail offers\*, comps and member-only promotions (visit riverscasino.com to view current promotions). Earn a higher tier status to receive complimentary cruises and more!



	RUSH 0-9,999 CREDITS	PREFERRED 10,000-59,999 CREDITS	SIGNATURE 60,000+ CREDITS
HERE IS A LIST OF ALL OF THE BENEFITS OFFERED TO OUR MEMBERS:			
Direct Mail Offers*	■	■	■
Earn Points for Comps and Free Slot Play	■	■	■
Qualify for Promotions*	■	■	■
Complimentary/Discounted Rooms at Partner Las Vegas Casino Resorts*	■	■	■
Restaurant Discount** (Excludes Hugo's. Cash purchases only.)	15% Canopy Only	25%	50%
Comp Points/Tier Credit Bonus		25%	50%
Annual Membership Gift	■	■	■
Tier-Based Invitation-Only Promotions	■	■	■
Promotional Bonus Entries	■	■	■
Birthday Offer*	■	■	■
Personalized Host Access*	■	■	■
Priority Line: Cage	■	■	■
Priority Line: Rush Rewards	■	■	■
Priority Pick-up: Valet	■	■	■
Hotel Discounts* (Varies by Hotel)	■	■	■
Gift Shop Discount (Excludes Tobacco & Magazines. Cash purchases only.)		25%	50%
Free Check Cashing	■	■	■
Free Valet	■	■	■
Discounted Cruises with Cruise Partners*	■	■	■
Complimentary Cruises with Cruise Partners*	■	■	■
Access to TEN Lounge	■	■	■
Fee-Free ATM in TEN Lounge	■	■	■
Exclusive Parking Area	■	■	■
Priority Line: Canopy Buffet	■	■	■
Priority Seating: Hugo's	■	■	■
Exclusive VIP Host Phone Line	■	■	■
4 Free Canopy Buffets Per Month	■	■	■
Waived Credit Card Fee	■	■	■

\*BASED ON RATED PLAY.  
\*\*DISCOUNT VALID FOR UP TO 4 PEOPLE AT CANOPY BUFFET. CASH PURCHASES ONLY.



Sugarhouse - Philadelphia

	RUSH 0 - 499 POINTS	PREFERRED 500 - 1,499 POINTS	SIGNATURE 1,500+ POINTS
Free Play Offers* and Food Offers*	■	■	■
Entry into Promotions, Drawings & Special Events*	■	■	■
Special Birthday Offers*	■	■	■
Special Member Offers*	■	■	■
Free Check Cashing	■	■	■
Entry Multipliers for Select Drawings		■	■
Complimentary & Discounted Rooms at Partner Las Vegas Casino Resorts*		■	■
Access to the VIP Lounge*		■	■
Complimentary & Discounted Cruises *		■	■
Priority Lines at Rush Rewards			■
Priority Valet Parking			■
Priority Gift Pick-Up			■
Personalized Host Services**			■

\*Based on Rated Play \*\*See VIP Host for details

This flexibility encourages the marketing teams to leverage Rush Rewards national benefits, while customizing on property benefits to offer the most value to local guests.

Customization includes programs such as Rush Rewards Plus at Philadelphia’s Sugarhouse Casino, where Rush Reward members receive discounts and benefits at local partner businesses to encourage trial and visitation. By encouraging our Rush Rewards Members to visit local businesses, attractions and service providers, we both promote the region and local economy while providing great benefits to our customers.



Gain the Advantage with Rush Rewards Plus!

Show your Rush Rewards card at participating local businesses to receive exclusive discounts and offers.



TASTE



Rush Street Gaming has added compelling National benefits to the Rush Rewards program that help attract and retain gaming customers, and provide aspirational incentives for gaming guests to seek out and consolidate play in our casinos. Signature guests (the top tier) are presently offered a seven day complementary cruise, including Europe and Alaska, on Norwegian Cruise Lines. Preferred guests are offered an annual seven day cruise in the Caribbean, Florida and Bahamas. Additionally, guests are offered complimentary trips to Las Vegas and other destinations, and an array of offers ranging from golf outings, local entertainment and dinner outings, and other special events that create unique and memorable experiences.



Rush Rewards guests are provided unique service channels, such as dedicated service lines, discounts and phone numbers based on Rush Rewards membership. Top-tier guests also receive personalized host service. Rush Street Gaming has secured hosts and player management from top tier casino operations who train and support local hosts in both sales and service to premium customers. Rush Rewards provides guests with competitive and compelling rewards, service, and recognition. In 2013, 76% of Rush Rewards guests surveyed responded that Rush Rewards players club is at or superior to competitor player's club programs.

b. *state whether the Applicant or, if applicable, the Manager maintains a casino customer relationship management system and database (a “Database”) that tracks the play of its Program members.*

Rush Street Gaming casinos maintain the Rush Rewards customer database on the Konami Casino Management System (referred to as KCMS). Pending all required Regulatory approvals, KCMS would be used at Rivers Casino & Resort to store customer information including Rush Reward account details, customer gaming ratings for slots and table games, and customer offer and redemption data.

c. *indicate whether the Program and Database will be available for the marketing, promotion and advertising of the Gaming Facility and whether they are “exclusive” to the Applicant and/or, if applicable, the Manager.*

Rush Rewards would be used as the loyalty/players program for Rivers Casino & Resort. This program and its benefits would be central in both the on-site and off property marketing and advertising plans to engage customers to join, and by doing so, provide them rewards for their continued patronage. Examples of Rush Rewards promotions programs are illustrated below:

**NEW MEMBERS SIGN UP & DINE**

EARN 10 POINTS TO RECEIVE A COMPLIMENTARY BUFFET

EARN 100 POINTS TO RECEIVE \$50 TO HUGO'S FROG BAR & CHOP HOUSE

NOVEMBER 1 TO DECEMBER 29

**RIVERS CASINO**

**YEAR OF NEW MEMBER WINNINGS**

Welcome **NEW** Rush Rewards Players Club Members!

**Win Free Slot Play for a Year!**

NOW - APRIL

Sign up today and play our Year of Winnings Kiosk Game for **FREE!** Don't miss out!

**All New Members Win!**

Visit Rush Rewards Players Club or RIVERSCASINO.COM for complete details.

**RIVERS CASINO**

SLOTS | TABLE GAMES | DINING | NIGHTLIFE  
777 CASINO DRIVE, PITTSBURGH NEXT TO HEINZ FIELD

**GAMBLING PROBLEM? CALL 1-800-GAMBLER.**  
MUST BE 21 YEARS OR OLDER TO BE ON RIVERS CASINO PROPERTY.

**THIS SEPTEMBER NEW MEMBERS RECEIVE A FREE GIFT**

SIGN UP TODAY.

**RIVERS CASINO**

FACEBOOK.COM/WWW.RIVERSCASINO.COM  
2010-11 River Park | Oak Park, IL 60454 | 708.303.9177

**TAKE PART IN THESE EXCLUSIVE OFFERS FROM RIVERS CASINO.**

Voted Best Casino in the 2012 and 2013 Chicago Reader's Picks, Rivers Casino offers 147,000 square feet of good times with state-of-the-art amenities including over 1,000 of the latest slots, nearly 50 thrilling table games, and seven exciting dining and nightlife options to choose from. Rivers Casino... winners welcome.



**RUSH REWARDS BENEFITS**

Here are just a few of the many reasons to join Rush Rewards. Enjoy these fabulous rewards and much more!

Direct Mail Offers*	■	■	■
Earn Points for Comps and Free Slot Play	■	■	■
Qualify for Promotions*	■	■	■
Complimentary Discounted Dining at Eatree Luv, Vegas Casino Resorts**	■	■	■
Restaurant Discount** (Excludes Hugo's Cash purchases only)	15%	25%	50%
Comp Points/Tier Credit Bonus	25%	50%	
Annual Membership Gift	■	■	■
Tier-Based Invitation-Only Promotions	■	■	■
Promotional Bonus Entries	■	■	■
Birthday Offer*	■	■	■
Personalized Host Access*	■	■	■
Priority Line: Cage	■	■	■
Priority Line: Rush Rewards	■	■	■
Priority Pickup/ Valet	■	■	■
Hotel Discounts* (Varies by Hotel)	■	■	■
Gift Shop Discount (Excludes Tobacco & Magazines; Cash purchases only)	25%	50%	
Free Check Cashing	■	■	■
Free Valet	■	■	■
Discounted Cruises with Cruise Partner*	■	■	■
Complimentary Cruises with Cruise Partner*	■	■	■
Access to TEN Lounge	■	■	■
Fee-Free ATM in TEN Lounge	■	■	■
Exclusive Parking Area	■	■	■
Priority Line: Canopy Buffet	■	■	■
Priority Seating: Hugo's	■	■	■
Exclusive VIP Host Phone Line	■	■	■
4 Free Canopy Buffets Per Month	■	■	■
Waived Credit Card Fee	■	■	■



SIGNATURE ■ PREFERRED ■ RUSH ■

**YOU'RE SO CLOSE TO WINNING**

Rivers Casino is located just minutes from O'HARE INTERNATIONAL AIRPORT and DOWNTOWN CHICAGO, with easy accessibility from major highways and the BLUE LINE.

**FROM DOWNTOWN CHICAGO**  
Take I-90 West from downtown and exit I-190 West. Exit River Road and turn left.

**FROM THE SOUTHWEST**  
Take I-294 North. Exit River Road and turn left.

**FROM THE NORTH**  
Take I-94 East to I-294 South. Exit Golf Road (Turn left on exit ramp and left onto Golf Road). Turn left onto River Road.

**FROM THE NORTHWEST**  
Take I-90 East to I-294 North. Exit Touhy West and turn left.

**COMPLIMENTARY SHUTTLE SERVICE** is available between the CTA Rosemont Blue Line stop and Rivers Casino and runs 24/7 with scheduled pickups every 10-15 minutes. No reservation necessary.

\* BASED ON RATED PLAN. \*\* DISCOUNTS VARY BY DAY OF THE WEEK AND CASH PURCHASES ONLY. \*\*\* CASH PURCHASES ONLY. SEE SIGNAGE FOR FULL DETAILS.

Must be 21. If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-GAMBLER (1-800-522-2537).

Members of Rush Street Gaming's databases located in Philadelphia, Pittsburgh and Des Plaines (Chicagoland region) would be offered special invitational offers to visit New York, pending approvals. These offers would be based on customer worth, and for the higher tier customers would include offers including hotel, complementary food, and appropriate local events (sporting, regional, and casino) to create a compelling reason to visit.

d. indicate the number of "active" (those who have played within the past 12 months) and "inactive" (those who have played over 12 months ago) members in the Database.

Rush Street Gaming operating casinos database counts:

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- e. *indicate the number of rated players included in the Database that are located within 50-, 100-, 150- and 200-miles of the proposed Gaming Facility.*

Rush Street Gaming database mileage counts:



- f. *describe how the Database and Program will be used to market, promote and advertise the Gaming Facility.*

The Rush Rewards program will be promoted by in media and on property, encouraging guests to join to receive the outstanding benefits. Employees will be trained to explain how to use the card and explain program benefits to guests. Periodically guests will be offered incentives to join Rush Rewards and encourage new visitation to the market. Rush Rewards will be promoted through the following channels:

- Media promotion that highlights benefits
- On site signage, in room collateral
- Employee promotion and ambassadors

Rush Rewards members from other markets will be invited to experience the New York casino throughout the year, pending approvals, with offers appropriate to their play levels. VIP guests will be offered special trips including local amenities, while retail guests will be offered discounted hotel packages to experience the Resort and the area.