

X. WORKFORCE ENHANCEMENT FACTORS

A. MEASURES TO ADDRESS PROBLEM GAMBLING

6. HISTORICAL EFFORTS AGAINST PROBLEM GAMBLING

Submit as Exhibit X. A.6. a description of the processes proposed to address problem gambling at the other facilities it owns or controls, the effectiveness of those processes, and the metrics the Applicant will use to determine the effects.

Both ultimate owners of the Applicant have strong programs that address problem/compulsive gambling at the casino facilities that they operate and all of these properties follow the AGA's Code of Conduct for Responsible Gaming. These programs include self-exclusion options, financial restriction option and the ability of a patron to restrict their access to marketing and mail programs. Each casino property operated includes signage posted throughout the property with a responsible gaming message and a toll free 24 hour problem gambling helpline. Brochures that describe the signs and symptoms of a gambling problem and that describe resources available to get help with such a problem (along with the toll-free helpline number) are located at casino cages, ATM machines and other areas. Each casino operated includes a responsible gaming message and the toll free helpline on all external advertising including TV, Radio, Print, outdoor and direct mail.

By way of example, in the two years since the opening of Maryland Live! Casino, the Applicant's affiliated company, over 520 individuals took advantage of self-exclusion and in excess of 850 people that have declined to receive marketing materials.

Penn has instituted a mandatory program that requires each of its properties to establish a Responsible Gaming Committee. These property committees must perform a comprehensive quarterly review of their responsible gaming program. The Committee must then produce a quarterly report which is submitted to Penn's Corporate Responsible Gaming Committee which is comprised of senior Penn executives. Any issues identified are discussed by the Committees and corrective action is taken as necessary. Penn is a member of the National Council of Problem Gambling and the National Center for Responsible gaming. The applicant has recently rolled out its PUMA universal card system to connect its casino properties so that a person who enters into a statewide self exclusion program in one jurisdiction in which Penn operates will be excluded from all Penn Casinos.

In addition all properties operated by subsidiaries of Penn and the Cordish Group train staff on responsible alcohol service with bartenders and cocktail servers receiving more intensive training. Incidents of over-service by casino staff are reviewed and if necessary staff is retrained and/or disciplined to minimize the likelihood of similar issues in the future.

Similar programs will be established at Live! Hotel & Casino New York and the property will work with state officials and the treatment community to ensure that a robust responsible gaming program is established at sustained at or proposed New York casino/resort facility.

Both ultimate owners are active in and support public and private agencies addressing problem gambling, and will continue to do so.

In public hearings held in New York by this Gaming Commission, it was observed that problem gaming solutions are elusive. Progress will only be made as more information becomes available on which programs are truly effective. The Applicant is a willing participant in dealing with the complicated issues involved with problem gaming and will be a constructive participant in the Responsible player Partnership in New York State.

Attachment included:

Quarterly Responsible Gaming Report