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## **Mohegan Sun Announces New Partnership with Seven Area Performing Arts Venues**

*World-class destination resort casino reaches live entertainment venue agreements that offer cross marketing and other benefits to seven nonprofit and municipally owned members of the Massachusetts Performing Arts Coalition*

**REVERE, MA – March 24, 2014** – Mohegan Sun today announced a new partnership with seven area performing arts venues that are members of the Massachusetts Performing Arts Coalition (MPAC). The Impacted Live Entertainment Venue agreement (ILEV) offers cross marketing opportunities, key protections and other benefits for seven nonprofit and municipally owned venues throughout Massachusetts.

The venues include The Hanover Theatre in Worcester, Lynn Auditorium, Lowell Memorial Auditorium, Cape Cod Melody Tent in Hyannis, South Shore Music Circus in Cohasset, Zeiterion Theatre in New Bedford, and Symphony Hall in Springfield. Mohegan Sun also has an agreement with the Citi Performing Arts Center.

“We understand the mission, cultural importance and economic value of our regional arts organizations and the Massachusetts Performing Arts Coalition, and that’s why this agreement is so critical,” said Mitchell Etes, CEO of the Mohegan Tribal Gaming Authority. “Not only will Mohegan Sun Massachusetts generate new economic development and enhance tourism, but we will promote cross marketing with performing arts venues and other attractions so that the entire region can benefit from this world-class destination resort.”

This is the second ILEV agreement Mohegan Sun has signed in Massachusetts. Last year, Mohegan Sun announced a partnership with the Citi Performing Arts Center that enables Citi Center to operate ticketed, live entertainment at Mohegan Sun Massachusetts. In addition, when Mohegan Sun and the Citi Center want to present offsite live entertainment events for patrons, the agreement calls for the partnership to present events at Citi Center’s famous Wang, Shubert or Emerson Colonial Theatres in Boston’s Theatre District or the Strand Theatre in Dorchester. Mohegan Sun and the Citi Center will also sell tickets to each other’s events from their respective box offices.

“This partnership is the first of its kind in the nation between a resort casino and a major nonprofit performing arts center,” said Josiah Spaulding, President and CEO of the Citi Performing Arts Center. “Both operators will combine their expertise in booking, operating, marketing and membership – taking performances to a new level. We are very excited.”

Under the new ILEV, Mohegan Sun will provide the seven MPAC venues with the option to enter into discussions with any musical performer featured at venues booked or operated by Mohegan Sun with between 1,000 and 3,500 seats. If an agreement is reached, Mohegan Sun will not book a return engagement with that performer until after his or her appearance at the MPAC venue.

In addition, MPAC venues will participate in Mohegan Sun's industry leading Momentum Players Club Points Partnership program, which will enable patrons to redeem their points outside the resort casino at MPAC events and venues. The agreement also provides several other cross-marketing partnerships.

“As the operator of the largest grossing casino in the Western Hemisphere, we know how to create and deliver a memorable experience for guests that keeps them coming back again and again,” added Etes. “We are committed to working with our performing arts partners to create an exciting program of performances and entertainment that is engaging, diverse and that benefits the entire region.”

Mohegan Sun Massachusetts – a \$1.3 billion a resort casino planned for 42 acres at Suffolk Downs in Revere – will create 2,500 construction jobs and 4,000 permanent jobs.

Mohegan Sun Massachusetts will feature a full service casino with 4,000 slot machines, 100 table games and 20 poker tables on 170,000 square feet of floor space, two hotel facilities including a main casino hotel and a boutique hotel that together total 500 rooms, and The Shops at Mohegan Sun Massachusetts, which will host world-class retail, casual and fine dining and entertainment options created by Boston-based developers New England Development and Finard Properties.

Mohegan Sun jobs support families and households, with the opportunity for career growth and advancement in areas such as gaming operations, hospitality, marketing and promotions, transportation, engineering, human resources, accounting and finance.

#### **About Mohegan Sun Massachusetts**

Mohegan Sun Massachusetts is a world-class destination casino resort to be developed adjacent to and overlooking the iconic Suffolk Downs. Set on 42 acres in Revere, the \$1.3 billion LEED Gold project will evoke the rich and deep history of Revere and Greater Boston and feature casino gaming, two hotels, a spa, internationally-known and branded retail and restaurants, nightlife and entertainment.

Mohegan Sun Massachusetts will create thousands of new jobs and bring new economic growth and tourism to the region. Mohegan Sun has a long-standing commitment to hiring and buying locally, and to working with local businesses, community leaders and cultural and tourist organizations. For more information, please visit [www.MoheganSunMA.com](http://www.MoheganSunMA.com)