

**For Immediate Release**

DATE: November 11, 2009

**CONTACT:**

Stephen Poremba, Director of Marketing  
(570) 970-3507  
porembas@wachoviaarena.com

**Luzerne County Convention Center Authority  
Announces Mohegan Sun as New Naming Rights Partner  
Official name of the venue - Mohegan Sun Arena at Casey Plaza**

**WILKES-BARRE** - Luzerne County Convention Center Authority voted on Wednesday and named Mohegan Sun as the new naming rights partner for the arena in Luzerne County for the next ten years. The official name of the venue, Mohegan Sun Arena at Casey Plaza, will take effect on January 20, 2010.

The announcement of the new naming rights partner comes off the heels of a successful 10th Anniversary season for the arena featuring marquee events such as Elton John, AC/DC, Jeff Dunham, Barry Manilow, The Dead, and Walking with Dinosaurs.

The arena has become the premiere sports and entertainment facility in Northeast Pennsylvania hosting numerous sold out events throughout its 10 year history including Neil Diamond, The Eagles, Simon & Garfunkel, Cher, Bon Jovi, Trans-Siberian Orchestra, Rod Stewart, and Bette Midler.

Pat Judge, Chairman of LCCCA, says "Of all the companies we negotiated with over the last year, Mohegan Sun emerged as the strongest partner. We proudly display the Mohegan Sun name on our prized arena where people come from all over the Northeast to experience the best in entertainment." Judge adds, "The revenue from this sponsorship will be reinvested into the building to enhance our customers' experience."

Mohegan Sun at Pocono Downs President Bobby Soper stated, "The Mohegan Sun brand is synonymous with great entertainment so it's perfect for us to support the region and community by being the naming rights partner with the premier destination for live performances in Pennsylvania."

The arena opened in November of 1999 as the Northeastern Pennsylvania Civic Arena and Convention Center. In January of 2000, First Union Bank became the first naming rights partner of the venue until Wachovia Bank's acquisition of First Union in August of 2003.