



FOR IMMEDIATE RELEASE

May 14, 2010

Contact:

Phil Pantano

Pantano & Associates, L.L.C.

716-601-4128

SENECA NIAGARA CASINO & HOTEL RECOGNIZED AMONG INDUSTRY ELITE
Hotel earns fifth consecutive Four Diamond Award

NIAGARA FALLS, N.Y. – For the second time in a month, Seneca Gaming Corporation finds itself among the hospitality industry elite.

The company announced today that Seneca Niagara Casino & Hotel has earned a Four Diamond Award® from AAA, one of the most respected names in travel. This marks the fifth consecutive year in which the Niagara Falls resort has earned the honor. Seneca Allegany Casino & Hotel earned the honor for the second straight year last month.

The Four Diamond Award® recognizes hotels that are upscale in all areas, providing guests with accommodations that are progressively more refined and stylish, according to AAA. The Seneca properties are two of only three Western New York hotels to achieve Four Diamond status.

“When Seneca Niagara Casino & Hotel opened in December of 2005, the property instantly set a new standard for accommodations in our region,” said Neil Walkoff, General Manager. “We have continued to raise the bar every day since.”

Seneca Gaming Corporation’s first and largest property, Seneca Niagara Casino & Hotel is now one of the area’s leading tourism attractions, bringing in 6.39 million people in 2009.

Four Diamond-rated hotels are in select company. In fact, only 3.5 percent of AAA-rated facilities in the United States, Canada, Mexico and the Caribbean achieve the designation.

- more -

SENECA NIAGARA/FOUR DIAMOND 2-2-2-2

In order to apply for evaluation by AAA, hotels must first meet 27 essential requirements based on guest expectations. The properties are then personally visited and evaluated by AAA personnel.

"Achieving and maintaining Four Diamond status is never easy. It takes complete commitment to the overall customer experience, from the management to the front line and to the back of the house," said Gerad Hardy, Vice President of Resort Operations, Seneca Niagara Casino & Hotel. "The fact that we not only earned the honor for the fifth straight year, but also that we earned the highest ratings in our history, speaks volumes about the extent to which Seneca Gaming Corporation will go to ensure that our guests receive the value and treatment they deserve each time they visit Seneca Niagara Casino & Hotel."

The largest hotel in Western New York, the 604-room Seneca Niagara Casino & Hotel offers guests deluxe accommodations in a wide selection of luxurious rooms and suites. With remarkable features including seven restaurants, a full-service salon and spa, indoor swimming pool, professional meeting and banquet space and numerous retail outlets, the property caters to your every need.

The property also features 147,000 square feet of world-class gaming, with 4,000 slot machines and 100 table games and three venues for live entertainment, including the 2,200-seat Seneca Events Center and the 443-seat Bear's Den Showroom, which both feature a regular schedule of headline entertainment.

For reservations, call 1-877-873-6322, or visit the hotel's website at www.SenecaNiagaraCasino.com.

Since opening Seneca Niagara Casino in 2002, Seneca Gaming Corporation has grown to employ more than 3,500 people at its three casino operations. The company operates world-class facilities offering more than 6,500 slot machines, 140 table games, 800 hotel rooms and other related amenities. For more information, visit www.senecagamingcorporation.com.