

Seneca Gaming Corporation Building Legacy of Success

Niagara Falls is one of the most famous destinations in the world and home to one of the most remarkable natural sites on earth. The iconic waterfall draws the interest, imagination and amazement of millions of visitors every year. Niagara Falls is also home to one of the gaming industry's strongest and most successful casino operators, a company that is becoming a wonder in its own right.

Since opening Seneca Niagara Casino on December 31, 2002, Seneca Gaming Corporation has grown to operate three casino properties employing a total of more than 3,700 people and attracting millions of visitors each year. The company has stood out among its industry peers for its ability to continue to produce outstanding results despite economic conditions that have challenged casinos and their owners across the country. Now, Seneca Gaming Corporation is embarking on a number of projects that it believes will raise its casino properties – and the surrounding communities – to a whole new level.

New Look in Niagara

The 26-story hotel tower at Seneca Niagara Casino & Hotel dominates the skyline of Niagara Falls, New York. Opened in 2005, the hotel introduced a new standard of luxury into the marketplace and has been recognized for its quality, receiving the coveted Four Diamond Award from AAA for six consecutive years. While the glass-enclosed tower is striking from the outside, it is getting a dramatic new look on the inside.

Seneca Gaming is in the midst of a \$10.4 million renovation project for the majority of the hotel's guest rooms. The initial phase of work includes new bedding, carpeting, furniture and wall coverings, as well as crown molding, lighting adjustments and other amenities in all of the hotel's 486 deluxe rooms and 86 corner suites. The property has consistently enjoyed occupancy rates in the 95 percent range, with many weeks completely booked.

"With the popularity of the hotel and the sheer number of visitors and room nights we have seen over the past six years, we wanted to make a bold new statement that reinforces that Seneca Niagara Casino & Hotel is the home of unmatched luxury and comfort," said Robert Chamberlain, Seneca Gaming Corporation Senior Vice President of Design and Construction. Work has been completed on a number of the hotel tower's 23 room floors, and the current phase is expected to be completed in January 2012. The company is also working on plans to renovate the hotel's 22 center suites and will look at refreshing the ten penthouse suites.

"As a company that prides itself on the service and comfort we provide our more than six million annual visitors, we are committed to making investments that will ensure that



The existing hotel tower at Seneca Allegany Casino & Hotel. A new companion hotel tower is currently being developed.

our guests enjoy the finest possible experience every time they walk through our doors and choose to stay with us," explained Karen Karsten, Chairman of the company's Board of Directors.

Allegany Rising

While Seneca Niagara may be the company's largest property, it is not the only one seeing a dramatic transformation. In August, Seneca Gaming announced plans to build a new \$53 million hotel tower at Seneca Allegany Casino & Hotel located on the Seneca Nation of Indians' Allegany Territory in Salamanca, New York. The project will add approximately 200 hotel rooms at the resort, essentially doubling the number of rooms currently available. The current 212-room hotel tower opened in 2007 and has received a Four Diamond rating for service and quality from AAA in each of the past three years.

Like its counterpart at Seneca Niagara, the hotel at Seneca Allegany Casino & Hotel has been a particularly strong performer. According to Seneca Gaming Corporation officials, occupancy rates are above 95 percent for the past nine months. More than three million people visit the resort each year, including significant numbers from neighboring Pennsylvania and Ohio.

"Logistically, we simply could meet the current demand for on-site hotel accommodations," said Gus Tsvikis, General Manager, Seneca Allegany Casino & Hotel. "In today's gaming market, patrons are looking for getaway opportunities that are not only convenient, but that also stand out in their quality, comfort, service and excitement. All of the right factors are in place for this project to succeed." Work on the new hotel tower is currently underway, with exterior work expected to be complete in early 2012. The new rooms should welcome their first guests by 2013.



Sr. VP of Design and Construction Rob Chamberlain and President and CEO Cathy Walker in one of the refurbished suites at Seneca Niagara Casino & Hotel.

New Vision at Buffalo Creek

Seneca Gaming's third casino property, Seneca Buffalo Creek Casino, opened as a temporary, slots-only facility in 2007. Two subsequent expansion projects have brought the capacity of the casino to its current 457 slot machines. Today, Seneca Buffalo Creek Casino attracts more than 750,000 visitors, making it one of the most popular destinations in downtown Buffalo. A resurgence of planned economic development initiatives in the surrounding Inner Harbor area of Buffalo, which is transitioning from its industrial past to a tourism-based future, has led Seneca Gaming Corp. and the Seneca Nation to take a renewed look at the future of Seneca Buffalo Creek Casino.

The company is in the process of selecting a design and engineering team to help it complete a master plan for a new Seneca Buffalo Creek property that will build on the success of the current facility and complement what is taking shape in the community to help generate additional critical mass for the area. "The Buffalo Creek Territory brings together the past and future of both the Seneca Nation and the City of Buffalo in a very unique way," Karsten said. "This area is part of the Seneca Nation's ancestral home, and also reflects the industrial past of the City of Buffalo. We believe this area will be an important part of Buffalo's future, with the Nation's Seneca Buffalo Creek Casino playing a central role in revitalizing the vibrancy of the Inner Harbor area."

Community Partnerships

Although Seneca Gaming Corp. has a great deal of work and progress taking place inside its three casino properties, the company has made a concerted effort to establish and develop strong relationships with its community neighbors, believing that strong partnerships will yield results for everyone. In May, Seneca Nation and company officials announced the establishment of a \$1 million fund to support community beautification projects in the neighborhoods surrounding the Buffalo Creek site. Weeks later, it was announced that Seneca

Gaming Corp. was investing \$1.275 million in a planned culinary institute being developed by Niagara County Community College just blocks away from Seneca Niagara Casino & Hotel.

In addition, the company sponsored popular free summer concerts presented by the Hard Rock Café in Niagara Falls, and has agreed to be a major sponsor of the proposed Niagara Falls Holiday Market, a 36-day European-style indoor and outdoor market from November 26 - January 1. In addition, Seneca Gaming officials have been working with area hotel owners on a number of marketing initiatives aimed at drawing increased numbers of less frequent outer market and first-time visitors to downtown Niagara Falls, as well as on cross-marketing opportunities.

"We strongly believe that the growth and success of our business and the growth and success of the surrounding community will go hand in hand," explained Cathy Walker, Seneca Gaming Corporation President and CEO. "As more people discover the excitement that our casinos offer, we want them to also experience all of the excitement of a beautiful, rejuvenated downtown Buffalo, the majesty and vibrancy of Niagara Falls, and the natural beauty that surrounds us in Salamanca." ♣

For more information about the Seneca Gaming Corporation, visit www.senecagamingcorporation.com.



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