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SENECA GAMING CORPORATION ADDS THREE VICE PRESIDENTS
Chuck Kilroy, Sheila O'Keefe, Jacqueline Pinner join gaming operator

NIAGARA FALLS, NEW YORK – Seneca Gaming Corporation announced today that Chuck Kilroy has been hired as Vice President of Operations, Sheila O'Keefe has been hired as Vice President of Human Resources and Jacqueline Pinner has joined the company as Vice President of Marketing. Each will have responsibilities at all three Seneca Gaming Corporation properties – Seneca Niagara Casino & Hotel, Seneca Allegany Casino & Hotel and Seneca Buffalo Creek Casino.

"We are certainly excited to add such talented professionals as Chuck, Sheila and Jackie to our management team," Brian Hansberry, President and CEO, Seneca Gaming Corporation said. "Their experience will go a long way in continuing to make our casinos fantastic places to work for our 4,200 employees and exciting places to visit for our millions of patrons."

In his capacity, Kilroy will work with all gaming departments, including table games, slot operations and the cage, to realize operational efficiencies and ensure effective product and service delivery.

He started his career in the gaming industry in Atlantic City in 1978 and was most recently Regional Vice President of Table Operations with Resorts Tunica and Bally's Tunica in Mississippi. Kilroy has held various management roles throughout his career in Atlantic City and Mississippi.

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SGC/VICE PRESIDENTS

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O'Keefe is responsible for the development, implementation and oversight of all employee-related policies and procedures, as well as the company's recruitment and training efforts, compensation, employee relations and benefits programs.

Most recently employed at the Seminole Hard Rock Hotel & Casino in Florida, she has more than 30 years Human Resources experience in the hospitality industry, having spent more than 20 years with the Hilton Hotels Corporation, where she held numerous senior positions.

Pinner will manage the day-to-day marketing efforts of the three Seneca casinos, including promotions, direct mail and advertising.

She joins Seneca Gaming Corporation from Mystic Lake Casino Hotel in Minnesota, and previously held management positions at Majestic Star Casino in Indiana; Isle of Capri Casino and Harrah's Tunica Casino & Hotel, both in Mississippi.

Seneca Gaming Corporation operates a total of three casinos with more than 6,500 slot machines, 140 table games, 800 hotel rooms and other related amenities. The company is currently constructing a second hotel tower at Seneca Allegany Casino & Hotel, which will add approximately 200 hotel rooms to the resort and is scheduled to open in mid-2009.

In addition, work is underway for the permanent \$333 million Seneca Buffalo Creek Casino project. Scheduled to open in 2010, the project will feature a 90,000-square-foot casino with 2,000 slot machines and 45 table games, a 22-story all-suites hotel with 206 suites, four restaurants, full-service spa and salon, attached parking garage and a three-acre public park. The facility is expected to employ more than 1,000 workers.

Since opening Seneca Niagara Casino in 2002, Seneca Gaming Corporation has grown into one of Western New York's largest, fastest-growing and most successful employers. More than 4,200 people are currently employed at the company's facilities in Niagara Falls, Salamanca and Buffalo.