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**SENECA ALLEGANY CASINO & HOTEL EARNS
SECOND CONSECUTIVE FOUR DIAMOND AWARD FROM AAA**
Prestigious ranking granted to less than 4% of hotels

SALAMANCA, N.Y. – For the second consecutive year, Seneca Allegany Casino & Hotel has taken its place among the finest hotels in the United States, earning a Four Diamond Award® from AAA, one of the most respected names in travel.

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. Seneca Allegany Casino & Hotel is one of only four establishments in Western New York to achieve Four Diamond status, along with its sister property Seneca Niagara Casino & Hotel in Niagara Falls.

“For the millions of visitors from throughout New York, Pennsylvania, Ohio, Ontario and other areas who stay with us every year, Seneca Allegany Casino & Hotel truly stands out,” said Gus Tsvikis, General Manager. “Earning this prestigious honor reflects our team’s total commitment to the highest service standards in every area of our operation.”

More than 2.7 million patrons visited Seneca Allegany Casino & Hotel 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. 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.

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**SENECA ALLEGANY/FOUR DIAMOND
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“Service is where guest expectations meet reality and that is what sets Seneca Allegany apart from other hotel properties,” said Jason Spain, Vice President of Resort Operations, Seneca Allegany Casino & Hotel. “Our goal is to provide service to each guest that is second to none, whether they are staying overnight, eating dinner in one of the restaurants, taking in a concert or enjoying the spa and salon.”

Completed in 2007, Seneca Allegany Casino & Hotel features 212 deluxe rooms and suites with breathtaking views of the Allegany Mountains. Guests at the full-service resort can enjoy excitement, relaxation, and incredible dining all under one roof, with a 68,000 square-foot casino floor, a full-service spa and salon, state-of-the-art fitness center and indoor swimming pool, and four incredible restaurants.

In addition, the 2,000-seat Seneca Allegany Events Center features a regular schedule of world-class entertainment.

For reservations, call 1-888-913-3377, or visit the hotel’s website at www.SenecaAlleganyCasino.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.