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**KEVIN W. SENECA ELECTED CHAIRMAN
OF SENECA GAMING CORPORATION BOARD**
Replaces Jeff Gill, who remains on Board

NIAGARA FALLS, NEW YORK – Seneca Gaming Corporation announced today that Kevin W. Seneca has been elected Chairman of the company's Board of Directors by vote of the members of the board. His election took place during a January 11, 2010 board meeting.

"I am honored by the trust and confidence my fellow board members have placed in me," Seneca said. "Together we have helped Seneca Gaming Corporation maintain its position in the gaming industry. I look forward to helping the company continue to grow by working collaboratively with the management team so that we can realize our goals and vision."

Seneca was appointed to the company's Board of Directors by the Seneca Nation Tribal Council in 2009, and has served as the Board's Treasurer. He formerly served as the elected Treasurer of the Seneca Nation of Indians from 2006 – 2008.

As Chairman, Seneca replaces Jeff Gill, who served in the role for the past 4 months. Gill, who has served on the Board since 2008, will remain on the Board.

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SGC/CHAIRMAN
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Seneca Gaming Corporation operates Seneca Niagara Casino & Hotel in Niagara Falls, New York, Seneca Allegany Casino & Hotel in Salamanca, New York and Seneca Buffalo Creek Casino in Buffalo, New York, on behalf of the Seneca Nation of Indians.

The company is in the process of expanding its temporary Seneca Buffalo Creek Casino in downtown Buffalo. The \$9 million project will add 223 slot machines to the facility, and is expected to be completed in early April.

Seneca Gaming Corporation is also expected to open its \$25 million Seneca Hickory Stick Golf Club in the Town of Lewiston later this year. The championship course was designed by renowned golf course architect Robert Trent Jones, Jr.