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**JIM WISE JOINS SENECA GAMING CORPORATION
AS SENIOR VICE PRESIDENT OF MARKETING**

Will oversee marketing efforts for three Seneca properties

NIAGARA FALLS, N.Y. – Seneca Gaming Corporation announced that Jim Wise has joined the company as Senior Vice President of Marketing.

A gaming industry veteran of more than 20 years, Wise will lead the overall marketing strategy and initiatives, including marketing, advertising, promotion and player development, for each of Seneca Gaming Corporation's three Western New York's casino properties: Seneca Niagara Casino & Hotel, Seneca Allegany Casino & Hotel and Seneca Buffalo Creek Casino.

"Jim brings a dynamic perspective to our team," said Cathy Walker, Chief Operating Officer, Seneca Gaming Corporation. "His work with gaming companies across multiple jurisdictions will be an asset to our ongoing efforts to expand our geographic reach and to provide our patrons with the best possible experience during each visit to our properties."

Most recently, Wise was the Vice President of Marketing at Mohegan Sun at Pocono Downs, the first casino to open in Pennsylvania, where he served as the chief marketing and communications officer at the property. He previously held management and executive positions at Argosy Gaming Company, Hollywood Casino Corporation, Greate Bay Casino Corporation, and the Sands Hotel & Casino. Wise started his career in the gaming industry in 1987 at Atlantic City's Tropicana Hotel & Casino.

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“Seneca Gaming Corporation presented a unique opportunity to join a growing company with multiple properties and to build upon a strong foundation,” Wise said. “I believe we are well positioned from both a business and geographic standpoint to grow and expand our market share and introduce new customers to world-class offerings available at our casino properties.”

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.

Since opening Seneca Niagara Casino in 2002, Seneca Gaming Corporation has grown to become one of the largest private employers in Western New York, with more than 3,500 employees 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.