



FOR IMMEDIATE RELEASE

September 5, 2005

Contact:

Philip J. Pantano

Seneca Gaming Corp.

716-278-2598

**SENECA GAMING CORPORATION STEPS FORWARD TO HELP
VICTIMS OF HURRICANE KATRINA
*Donations accepted at free Beach Boys concert***

NIAGARA FALLS, NEW YORK – With a crowd of several thousands gathered at Seneca Niagara Casino to enjoy a free outdoor concert by American music icons the Beach Boys, Seneca Gaming Corporation took the opportunity to focus everyone's attention to the on-going tragedy in the Gulf Coast.

Seneca Gaming Corporation officials announced that the company is making a \$5,000 contribution to the American Red Cross for victims of Hurricane Katrina. Employees and patrons at both Seneca Niagara Casino and Seneca Allegany Casino are being asked to join in the effort.

"The images coming from Louisiana, Mississippi and Alabama have stunned and saddened people from across the country," Barry E. Snyder, Sr., President of the Seneca Nation of Indians and Chairman of the Seneca

-more -

SGC/HURRICANE RELIEF
2-2-2-2

Gaming Corporation, said. "True to the nature of the Seneca Nation and true to the spirit of Western New York, Seneca Gaming Corporation wants to do our part in the relief effort and are asking our employees and patrons to join us."

Seneca Niagara Casino arranged for the Red Cross to have a tent on-site for the free outdoor Labor Day concert, where the crowd gathered on Monday afternoon. All donations are being directed to the relief efforts.

Seneca Niagara Casino and Seneca Allegany Casino also began accepting cash donations from employees and patrons for the relief effort on Friday. Employees at both Seneca Niagara Casino and Seneca Allegany Casino are also stockpiling non-perishable goods that will be donated to the Red Cross as well.

"The response so far has been phenomenal," Snyder said. "We hope that, through the Seneca Gaming Corporation and through the generosity of our employees and patrons, we can somehow favorably impact the crucial effort to restore the Gulf Coast."

Seneca Gaming Corporation is a wholly owned, tribally chartered corporation of the Seneca Nation of Indians (Nation) that operates all of the Nation's Class III gaming operations in Western New York. Seneca Gaming Corporation, through its wholly owned subsidiaries, Seneca Niagara Falls Gaming Corporation (SNFGC) and Seneca Territory Gaming Corporation (STGC), operates two casinos in Niagara Falls, New York (Seneca

SGC/HURRICANE RELIEF
3-3-3-3

Niagara Casino) and Salamanca, New York (Seneca Allegany Casino),
respectively.