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NEW TIM HORTONS LOCATION AT SENECA NIAGARA CASINO OFFERS 'ROLL UP THE RIM' PROMOTION

NIAGARA FALLS, N.Y. – The new Tim Hortons location at the Seneca Niagara Casino & Hotel is taking part in the Roll Up the Rim to Win® promotion, which launched this week throughout the U.S. and Canada. The location opened in December 2010 along the Fourth Street side of the casino in a co-branded outlet with Cold Stone Creamery.

Guests who purchase a medium, large or extra-large hot beverage have a chance to instantly win vehicles, televisions, grills, bicycles, \$100 Tim Cards and more than 47 million free hot beverage, donut, muffin and cookie prizes. The odds of winning are one in six – the highest-ever odds in the promotion's 25-year history.

The promotion runs while cup supplies last. Prizes may be claimed until May 22, 2011. Contest rules, regulations, prizing information and winner counts can be found at participating Tim Hortons locations or at RollUpTheRimToWin.com.

About Tim Hortons

Tim Hortons is the fourth-largest publicly-traded restaurant chain in North America based on market capitalization, and the largest in Canada. As of November 2010, Tim Hortons had 3,649 systemwide restaurants, including 3,082 in Canada and 567 in the United States. More information about the company is available at www.timhortons.com.

About Seneca Niagara Casino & Hotel

Seneca Niagara Casino & Hotel is located just minutes from the world-famous Niagara Falls in Western New York, near the Canadian border. The property is open 24 hours a day, seven days a week and 365 days a year, and self- and valet-parking are always free. Guests can enjoy 147,000 square feet of gaming space with 4,000 slot machines and 100 table

games, 10 restaurants, live entertainment and a AAA Four Diamond Award-winning, 26-story hotel with 594 deluxe rooms, a spa and salon, fitness center and indoor pool. Please visit www.senecaniagaracasino.com for more information.

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