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FOR IMMEDIATE RELEASE

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THE EXCITEMENT IS BUILDING AT SENECA ALLEGANY CASINO & HOTEL

NEW SENECA ALLEGANY EVENTS CENTER IS READY TO ENTERTAIN

FIRST ACT TO TAKE THE STAGE: THE BLUES BROTHERS ON MARCH 14TH

Salamanca, NY – Entertainment at its finest is now available to Southern NY, Pennsylvania, Ohio and beyond. The brand new, \$40 million dollar multi-purpose Seneca Allegany Events Center at Seneca Allegany Casino & Hotel will open its doors to the public on Friday, March 14, 2008 at 8 p.m. as **The Blues Brothers Featuring Dan Aykroyd and Jim Belushi** become the first headlining act to take the stage.

The Seneca Allegany Events Center has the versatile capability to accommodate nearly 2,000 people, an adjustable stage and a state-of-the-art sound system.

Seneca Allegany Casino & Hotel will be the first gaming destination on the east coast to feature The Midas XL-8, a \$1 million dollar sound system that is the first of a new generation of open-architecture, cross-platform, integrated audio control and distribution systems.

"We at Seneca Gaming Corporation are thrilled to bring A-list acts to Seneca Allegany Casino & Hotel - a caliber of entertainment never before seen in the region. With the music industry's best such as, Joe Perry of Aerosmith and hometown favorites, The Goo Goo Dolls, as well as ESPN Friday Night Fights, the entertainment line-up at Seneca Allegany Casino & Hotel is sure to please music lovers, food enthusiasts and sports fans alike. Our new Seneca Allegany Events Center is another step in our continuing goal to achieving 4-star status," said Robert E. Victoria, Senior Vice President of Marketing, Seneca Gaming Corporation.

The futuristic sound system is ready to be put to the test with an exciting entertainment line-up, jammed packed with some of the industry's hottest names:

The Blues Brothers Featuring Dan Aykroyd and Jim Belushi

Friday, March 14, 2008 at 8 p.m.
Seneca Allegany Events Center

ESPN Friday Night Fights

Friday, March 28, 2008 at 8 p.m.
Seneca Allegany Events Center

Joe Perry of Aerosmith

Saturday, April 5, 2008 at 8 p.m.
Seneca Allegany Events Center

The Black Crowes

Saturday, April 19, 2008 at 8 p.m.
Seneca Allegany Events Center

Food Network Star: Guy Fieri

Sunday, April 20, 2008 at 2 p.m.
Seneca Allegany Events Center

The Goo Goo Dolls

Saturday, August 23, 2008 at 8 p.m.
Seneca Allegany Events Center

Chicago

Saturday, September 6, 2008 at 8 p.m.
Seneca Allegany Events Center

Seneca Allegany Events Center is located in Seneca Allegany Casino & Hotel, 777 Seneca Allegany Boulevard, Salamanca, NY 14779. www.SenecaAlleganyCasino.com 1-877-553-9500.

Tickets can be purchased at all [TicketMaster](#) outlets and at [The Logo Shop](#) at Seneca Allegany Casino & Hotel, as well as [Eight Clans Gift Shop](#) at Seneca Niagara Casino & Hotel. To charge by phone, call 716-852-5000. From Canada, call 416-870-8000.

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), Seneca Territory Gaming Corporation (STGC) and Seneca Erie Gaming Corporation (SEGC), operates three casinos: in Niagara Falls, New York (Seneca Niagara Casino & Hotel), Salamanca, New York (Seneca Allegany Casino & Hotel) and Buffalo, NY (Seneca Buffalo Creek Casino), respectively.

For more information on Seneca Gaming Corporation and all three gaming operations visit: www.Seneca-Casinos.com

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Editor's Note: For media credentials to review shows at Seneca Allegany Casino & Hotel or Seneca Niagara Casino & Hotel, please contact Jillian Fiorella at JFiorella@snfgc.com.