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**SENECA NIAGARA CASINO & HOTEL CELEBRATES OFFICIAL COMPLETION  
*Penthouse, full-service spa are final components of \$250 million project***

NIAGARA FALLS, NEW YORK – After nearly two years of construction, the final pieces of the new Seneca Niagara Casino & Hotel project are now in place.

Representatives from the Seneca Nation of Indians and Seneca Gaming Corporation celebrated the official completion of the \$250 million project – one of the largest construction projects in the area’s history – at a ceremony this afternoon.

“As of today, all 604 rooms at Seneca Niagara Casino & Hotel are now open and our newest amenities – The Spa at Seneca Niagara Casino & Hotel, as well as our salon, swimming pool and fitness center – are up and running as well,” John Pasqualoni, President and CEO, Seneca Gaming Corporation, said. “These luxurious amenities truly make our facility a casino resort that is attractive to all visitors – a place where you can indulge all of your senses and pamper yourself with a fun, exciting and relaxing getaway.”

Seneca Gaming Corporation opened the first phase of the 26-story Seneca Niagara Casino & Hotel in December. Since that time, much of the work has focused on the facility’s third and twenty-seventh floors.

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## **SENECA NIAGARA/OPENING 2-2-2-2**

The third floor now features a full-service spa and salon, as well as an 8,000 square-foot indoor swimming pool area and a fitness room.

Patrons of The Spa at Seneca Niagara Casino & Hotel can enjoy Swedish massage, Therapeutic/Sports Massage, Sabai Stone Therapy, as well as various body wraps, and facial therapies. Sauna and whirlpool facilities are also available.

The salon offers a full line of hair and cosmetic services, including stylings, manicures and pedicures.

At the top of Seneca Niagara Casino & Hotel sit ten luxurious Penthouse suites. Each suite is uniquely designed and furnished, and feature breathtaking views of Niagara Falls, the Niagara River and the surrounding area.

"Everyone at Seneca Gaming Corporation has done a tremendous job in making this world-class facility a reality," said Barry E. Snyder, Sr., President of the Seneca Nation of Indians and Chairman of Seneca Gaming Corporation. "Every detail – from the penthouse suites to the swimming pool and this amazing Spa – are designed to offer comfort and luxury to every patron who visits us and to give them another reason to come back and visit us again."

Ground was broken for the project on May 18, 2004. Today, the Seneca Niagara Casino & Hotel building is now the tallest and most-recognizable structure in the skyline of Niagara Falls, New York. A large, illuminated feather measuring 51 feet x 17 feet, and a 19-story "light-waterfall" highlight the exterior design and create a dramatic visual display which can be seen from miles away.

Business at the hotel has been brisk in its first three months. Occupancy rates have averaged above 80 percent on weekends, and nearly 70 percent during the week.

"Response has been tremendous so far," Pasqualoni said. "We are confident that, with all of the rooms, suites and amenities open, we will continue to attract increased numbers of visitors to Niagara Falls' newest wonder."

In addition to the hotel and spa amenities, Seneca Niagara Casino & Hotel features 147,000 square feet of world-class gaming, including 4,200 slot machines and 100 table games.

**SENECA NIAGARA/OPENING**  
**3-3-3-3**

As part of the celebration, legendary musicians The Moody Blues will perform in the 2,200-seat Seneca Events Center tomorrow at 8 p.m.

Patrons can also enjoy fantastic dining at one of five restaurants located throughout the facility. The Western Door: A Seneca Steakhouse and Thunder Falls Buffet are located in the original casino, while Three Sisters Café, a 24-hour eatery, Koi, which offers a Pan-Asian menu, and La Cascata, featuring Italian fine dining, are located in the hotel lobby.

The Spa at Seneca Niagara Casino & Hotel will be open seven days a week from 7 a.m. – 7 p.m., while the salon will be open Tuesday – Sunday from 11 a.m. – 7 p.m.

For appointments and other information, call 1-877-873-6322.