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**NEW EVENTS CENTER READY TO OPEN
AT SENECA ALLEGANY CASINO & HOTEL**

First concert Friday; National boxing event planned for March 28

SALAMANCA, NEW YORK – The latest development at Seneca Allegany Casino & Hotel is ready for business.

The new state-of-the-art Seneca Allegany Events Center will host its first concert on Friday, March 14 when The Blues Brothers, featuring Dan Aykroyd and Jim Belushi take the stage. The performance area will accommodate more than 2,300 people for the sold-out show.

"This is the next great step in the development of this wonderful resort facility," said Brian Hansberry, President and CEO, Seneca Gaming Corporation. "The addition of a regular schedule of world-class entertainment to our already popular casino and hotel will elevate Seneca Allegany Casino & Hotel to new heights and introduce even more people to this jewel in the hills of Salamanca."

In fact a national television audience will get a glimpse of the new venue when ESPN2 broadcasts its popular *Friday Night Fights* series live from Seneca Allegany Casino & Hotel on March 28. The televised portion of the evening's seven-bout card will begin at 9 p.m. and feature the main event pitting junior middleweights Kassim Ouma and Cornelius "K9" Bundrage against each other in a ten-round battle.

The Seneca Allegany Events Center is located in the area where the original temporary casino facility was housed. The casino operation was transferred into the new \$160 million Seneca Allegany Casino & Hotel facility when it opened last year.

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Crews began converting the former casino area into the new entertainment venue in the fall and completed the \$40 million project last month.

In addition to the Events Center, the conversion project also included 21,500 square-feet of professional meeting and conference space, as well as administrative and support space for casino operations.

Seneca Gaming Corporation has already planned a busy entertainment lineup for the new Events Center.

In addition to The Blues Brothers and the nationally-televised boxing event, entertainers scheduled to perform at Seneca Allegany Casino & Hotel include: The Black Crowes (April 19); celebrity chef Guy Fieri (April 20); Huey Lewis and The News (June 28); Goo Goo Dolls (August 23); and Chicago (September 6).

Concert-goers at the Seneca Allegany Events Center will be treated to the finest sound available, thanks to the casino's \$1 million Midas XL-8 sound system. The system is the first of a new generation of open-architecture, cross platform, integrated audio control and distribution systems, and Seneca Gaming Corporation is the first gaming operator on the east coast to use the system in its facilities.

"We have built world-class facilities that are attracting some of the biggest names in entertainment," Hansberry said. "Our patrons will now be able to enjoy the performances in the highest quality sound available."

While the Seneca Allegany Events Center is the latest development at Seneca Allegany Casino & Hotel, it is by no means the last.

Seneca Gaming Corporation plans to break ground later this year for a second hotel tower at the property. The \$130 million project is expected to add approximately 200 rooms and be completed in mid-2009.

For tickets and other information regarding the upcoming entertainment lineup at Seneca Allegany casino & Hotel, please visit www.SenecaAlleganyCasino.com.