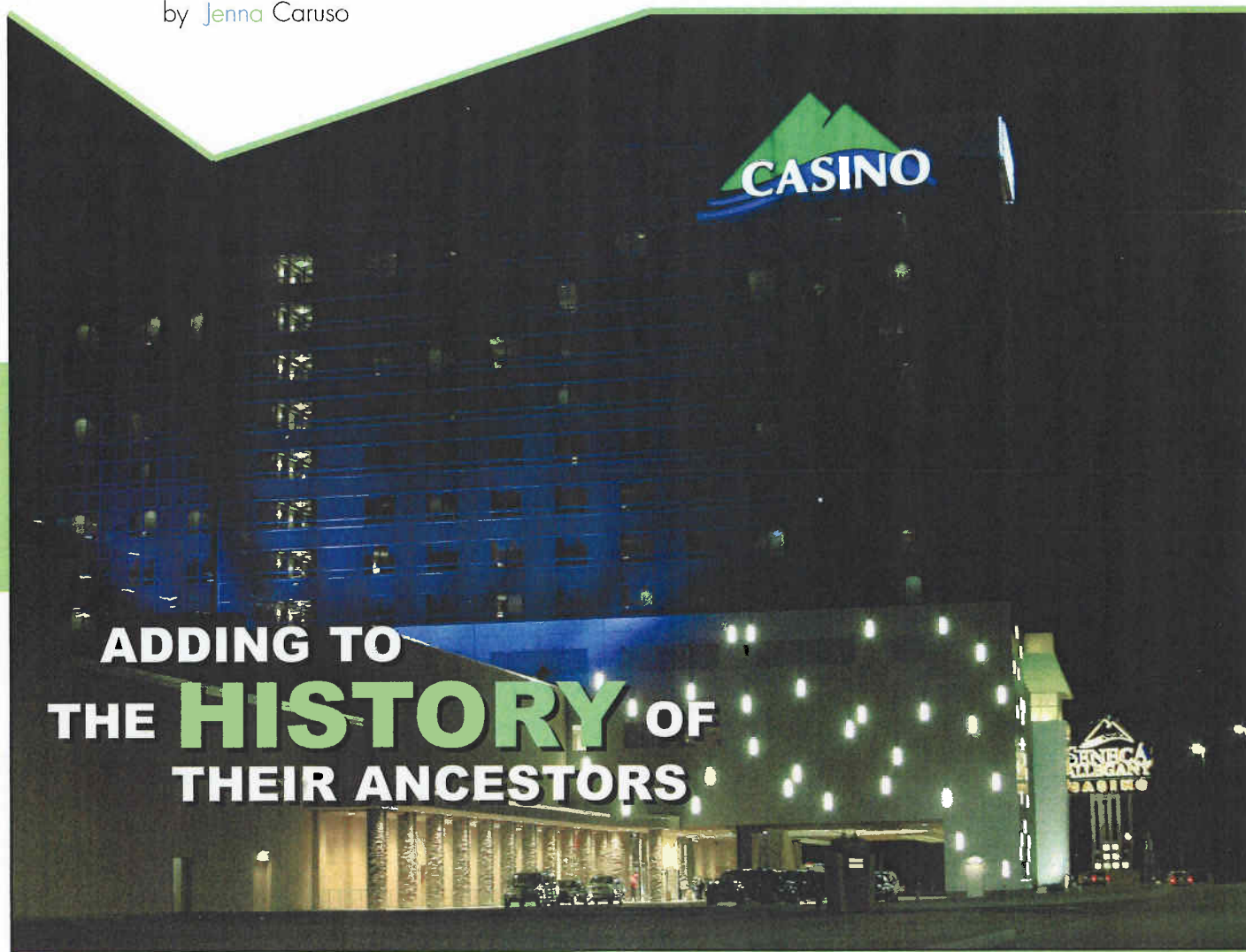


CASINO: SENECA ALLEGANY CASINO

CLOSEUP

by Jenna Caruso



ADDING TO THE HISTORY OF THEIR ANCESTORS

If anything can be said about the Seneca Nation, it is that they are innovative and independent. Preserving their ancestral homeland as reservations, writing their own constitution and establishing the Seneca Gaming Corporation in 2002, which would allow them to manage their own gaming operations, are just a few of the accomplishments since they were first established as a Nation in 1848. Over 100 years later, they are still improving their Nation as well as their gaming facilities.

Seneca Allegany Casino, a Class III gaming operation located in Salamanca, N.Y., originally opened in 2004. After much success, it was obvious that the casino needed to expand in order to keep up with the demands of its patrons. The expansion opened in two phases: In the first phase, the new casino floor opened in December 2006, and in the second phase, the entire facility was open to the public on March 30, 2007, along with their introduction of a 212-room hotel. Adding over

22,000 square feet of gaming space in addition to the new hotel, Seneca Allegany Casino now spans over 320,000 square feet. And with all the amenities the casino has added, they're going to need all the space they can get!

Starting out with 1,800 slot machines in the original casino, they have added over 400 of the latest games bringing their new total to 2,235. Featuring machines starting at only one penny, you can bet up to \$25 on some of the more advanced machines. Your gaming options range from classical Wheel of Fortune and The Price is Right to custom machines such as Hexbreaker, Catch A Wave and Enchanted Unicorn.

The expansion has also brought more table games to the casino floor: You now have 40 to choose from as opposed to the 24 in the original casino. Table games feature everything from Blackjack and Roulette to Caribbean Stud and 3-Card Poker. And if poker is what you're looking for, the casino boasts a world-class



Poker room featuring 16 tables that offer Texas Hold 'em, Omaha and 7 Card Stud. And considering Seneca Allegany is set to please all of their patrons, they allow smoking and alcohol on most of the casino floor, but they have also opened Turtle Island, an entire floor designated non-smoking.

Employing over 1,344 people with 500 added on with the recent expansion — and 15 percent of them tribal members — the staff at Seneca Allegany is always available to make their guests feel all the comforts of home. And with the recent hotel addition, you don't even have to go home. Featuring corner and one-bedroom suites, many of these rooms overlook the Allegany Mountains allowing for breathtaking views as high as 11 floors up. This new resort features



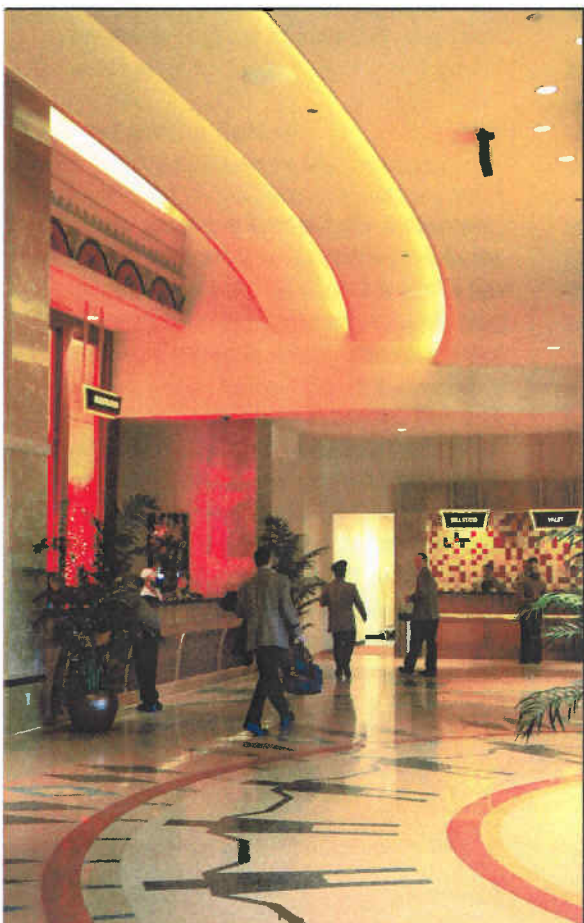
a workout facility, whirlpools, indoor pools, and a spa and salon. Knowing you'll never want to leave, the casino provides an eight-story parking garage accommodating over 1,750 vehicles and ground-level parking for over 1,200 vehicles.

Continuing their resort atmosphere, the casino opened three new restaurants with their recent expansion: The Western Door, Patria and The Seneca Cafe. The Western Door is a Seneca-style steakhouse that serves steaks, chops, poultry and seafood five nights a week. Patria is fine-dining Italian. The Seneca Cafe is open 24 hours, seven days a week, featuring breakfast, lunch and dinner specials. The casino's original restaurant, Thunder Mountain Buffet, is an international buffet also open every day of the week and as late as 11 p.m. on weekends.

CEO and president of Seneca Gaming Corporation, Brian Hansberry, and Gus Tsvikis, general manager of Seneca Allegany Casino and Hotel, know that not only do they need to provide state-of-the-art games, fine and casual dining, and luxury hotel accommodations; they also need to entertain their guests. Where the original casino featured only an outdoor venue for performances, the new facility now provides indoor entertainment. Booking shows such as Travis Tritt and Howie Mandel as well as a five-show, outdoor concert series this summer, the casino is continuing to advance forward with plans for a permanent events facility with seating capacity for up to 2,200 sometime in the near future.

Though Seneca Allegany Casino and Hotel puts great effort toward keeping their gaming facilities current and their patrons happy, they don't forget about their surrounding communities. Among the many organizations the Nation contributes to are the Women and Children's Hospital of Buffalo, the United Way, Niagara Falls Memorial Medical Center, and Kids Escaping Drugs Foundation among many others; and even many for their own community such as the Seneca Diabetes Foundation.

As the casino continues to improve their surroundings, they are adding to the well-established history of their ancestors. The Seneca Nation strengthens both as a Nation and as a Corporation, making Seneca Allegany not only a prime resort destination, but a history in the making. **NAC**



Jenna Caruso is an associate writer for NAC. She can be reached at caruso881981@yahoo.com.