
CASINO NIAGARA CELEBRATES 20 YEARS IN THE COMMUNITY

(Niagara Falls, ON) December 8, 2016 – Casino Niagara earns another page in the history books today as it recognizes two decades of gaming and strong community partnerships in Niagara.

“We are extremely proud of our 20 year legacy in Niagara Falls and would like to express our sincere appreciation to our associates for their loyal support and to our valued patrons for making Casino Niagara a premiere entertainment destination. We are looking forward to a future of continued success, operational excellence and community partnerships,” said Richard Taylor, Vice President of Operations at Niagara Casinos.

The opening of Casino Niagara on December 9, 1996 marked a new found partnership with the Niagara Falls community and business leaders as they welcomed the arrival of casino gambling and sparked a new era of tourism that changed the city from a seasonal stopover to a year round destination.

Two decades later, Casino Niagara remains a relevant and contributing partner for the Niagara Falls community, and together with Fallsview Casino, certifies the city’s position as a premier gaming destination.

Since its opening, Casino Niagara has welcomed over 95 million visitors and continues to draw in over two million guests each year. The property has undergone several upgrades including a \$12 million renovation in 2005 and a \$20 million capital investment in the last five years. Together, the casinos remain the region’s largest commercial employer with nearly 4,000 associates and have collectively provided more than \$3.6 billion in payroll and benefits, with Casino Niagara accounting for 44% of that total.

One of the key assets for the casino’s ongoing success and competitive advantage stems from the remarkable service and the “just plain more fun” atmosphere created by its employees. With a personal commitment to quality, Niagara Casinos’ dedicated employees exceed expectations and shape a memorable customer experience. By the end of December, over 900 associates will reach two decades of service.

“We owe our success to the support of our business community partners as well as our associates, who are among the best in the industry. Our associates are what give us a competitive advantage,” said Taylor.

To mark its birthday, and in honour of its legacy of giving, Niagara Casinos presented a cheque totaling \$100,000 divided equally among five organizations in support of local initiatives and event sponsorships. Community recipients included Project SHARE, the Niagara Community Foundation, Niagara Falls Tourism, Niagara College Foundation and OneFoundation for Niagara Health.

“As a community leader, we recognize what a privilege it is to enrich our society by providing a collectively meaningful experience,” said Taylor. “We are proud of the partnerships we have built with many important charities and non-profits across the region and we are looking forward to continuing our relationships with these longstanding community partners.”

As a corporation, Niagara Casinos’ commitment to giving back to the community has remained steadfast. Through the Corporate Giving Program, \$20 million has been invested into essential social services and programs used by the citizens of Niagara Falls and surrounding areas. Niagara Casinos sponsored organizations include Hospice Niagara, the Rotary Club of Niagara Falls, Pathstone Foundation, Canadian Cancer Society (Niagara Unit) and hundreds more. Most recently, Niagara Casinos completed its 20th Workplace Campaign in support of the United Way of Niagara Falls and Greater Fort Erie providing over \$225,000 in corporate and employee contributions.

The casino’s corporate giving philosophy extends beyond financial support to champion community engagement through active employee participation. Every year casino associates donate thousands of hours

and raise thousands of dollars for local charities and community projects including members of the casinos' senior management team who serve on various non-profit boards and advisory committees.

Other planned anniversary celebrations include free sweet treats and a Grand Prize Celebration promotion that runs December 9-10. For a full list of December events and entertainment at Casino Niagara, visit casinoniagara.com.

Other Business Highlights 1996 – 2016:

- Over 95 million visitors have come through the doors of Casino Niagara
- Since December 1996, Niagara Falls has received almost \$80 million in non-tax gaming revenue
- As a corporation, Niagara Casinos is the largest commercial employer in the area with nearly 4,000 associates
- Niagara Casinos has provided more than \$3.6 billion in payroll and benefits with Casino Niagara accounting for 44 percent of that total
- In 2015, the casinos collectively injected \$60 million into the local economy, furthering ties with more than 300 regional businesses
- \$20 million in capital expenditures and improvements have been invested into Casino Niagara in the last 5 years
- Casino Niagara's multiple awards include: eight-time winner for the Hamilton Spectator's Reader's Choice Award – Gold Winner – Favourite Casino & Slot Location, CAA/AAA Three Diamond Award for Lucky's Steakhouse along with a seven-time win for the Wine Spectator's Award of Excellence and Hamilton-Niagara's Top Employer for seven years.

About Casino Niagara

Operating since 1996, Casino Niagara offers non-stop excitement in the heart of Niagara Falls' tourism district. The Casino features action-packed gaming with over 1,300 slot machines, 30 gaming tables, a designated sports section and exciting tournaments. The property also includes four restaurants, free live entertainment and Yuk Yuk's standup comedy. For more information, visit casinoniagara.com, call 1-888-325-5788, follow us on Twitter [@casinoniagara](https://twitter.com/casinoniagara) or join us on [Facebook/casinoniagara](https://www.facebook.com/casinoniagara).

About Falls Management Company

Falls Management Company is a consortium of five firms, selected by the Ontario Lottery and Gaming Corporation to operate Casino Niagara and to finance, design, build and operate Fallsview Casino Resort. Falls Management Company built Fallsview Casino Resort, on time and on budget, which the Province of Ontario then purchased. In its role of development and operation of the two casino projects in Canada, Falls Management Company creates prestigious, year-round tourist destinations offering a full range of amenities in addition to gaming activities. These facilities help to generate economic development, complement existing tourism infrastructure and expand Niagara's tourist base.