

**MISSOURI GAMING COMMISSION**  
**MARKET ANALYSIS**  
**Month Ended January 31, 2011**  
(Values in 000's)

	<u>Slot AGR</u>		<u>Table AGR</u>		<u>Total AGR</u>		<u>Admissions</u>		<u>Patrons</u>		<u>Win Per Patron</u>		<u>Slot Hold %</u>		<u>Table Win %</u>	
	<u>\$\$</u>	<u>Year/Year % Chng</u>	<u>\$\$</u>	<u>Year/Year % Chng</u>	<u>\$\$</u>	<u>Year/Year % Chng</u>	<u>#</u>	<u>Year/Year % Chng</u>	<u>#</u>	<u>Year/Year % Chng</u>	<u>\$\$</u>	<u>Year/Year % Chng</u>	<u>%</u>	<u>Year/Year % Chng</u>	<u>%</u>	<u>Year/Year % Chng</u>
<b><u>Kansas City Market</u></b>																
Argosy	\$ 13,214	-7.0%	\$ 1,532	-3.6%	\$ 14,745	-6.7%	419.3	-5.8%	189.6	-9.7%	\$ 77.77	3.3%	9.1%	-3.4%	20.6%	-0.4%
Harrah's NKC	\$ 12,356	-4.3%	\$ 2,675	72.3%	\$ 15,031	3.9%	389.5	-10.5%	196.6	-10.1%	\$ 76.45	15.6%	9.3%	3.3%	25.0%	71.3%
Isle of Capri - KC	\$ 5,664	2.0%	\$ 466	-5.2%	\$ 6,130	1.4%	231.0	4.5%	113.9	2.4%	\$ 53.82	-1.0%	9.2%	-1.3%	19.6%	-2.6%
Ameristar KC	\$ 16,645	-1.6%	\$ 2,265	-15.2%	\$ 18,909	-3.4%	615.8	-2.9%	266.3	-6.9%	\$ 71.01	3.7%	9.3%	0.8%	20.1%	-1.9%
<b>Total</b>	<b>\$ 47,878</b>	<b>-3.4%</b>	<b>\$ 6,937</b>	<b>10.0%</b>	<b>\$ 54,815</b>	<b>-1.9%</b>	<b>1,655.6</b>	<b>-4.6%</b>	<b>766.4</b>	<b>-7.2%</b>	<b>\$ 71.52</b>	<b>5.7%</b>	<b>9.2%</b>	<b>0.0%</b>	<b>21.8%</b>	<b>17.0%</b>
<b><u>St. Louis Market</u></b>																
Harrah's MH	\$ 17,440	-14.2%	\$ 3,041	24.1%	\$ 20,481	-10.1%	550.4	-13.0%	262.3	-11.1%	\$ 78.08	1.2%	8.7%	-3.0%	24.2%	31.3%
River City	\$ 12,581	0.0%	\$ 1,853	0.0%	\$ 14,435	0.0%	508.3	0.0%	251.4	0.0%	\$ 57.42	0.0%	8.9%	0.0%	23.4%	0.0%
Lumiere Place	\$ 11,337	-18.1%	\$ 2,658	4.0%	\$ 13,994	-14.6%	518.8	-16.4%	260.2	-15.9%	\$ 53.78	1.5%	9.2%	4.9%	25.3%	39.7%
Ameristar SC	\$ 20,471	-6.6%	\$ 1,796	-26.7%	\$ 22,267	-8.6%	666.8	-6.4%	329.8	-3.0%	\$ 67.52	-5.8%	9.1%	0.5%	16.2%	-17.7%
<b>Total</b>	<b>\$ 61,829</b>	<b>6.7%</b>	<b>\$ 9,348</b>	<b>23.5%</b>	<b>\$ 71,177</b>	<b>8.6%</b>	<b>2,244.3</b>	<b>8.9%</b>	<b>1,103.7</b>	<b>11.4%</b>	<b>\$ 64.49</b>	<b>-2.5%</b>	<b>9.0%</b>	<b>0.3%</b>	<b>22.2%</b>	<b>18.3%</b>
<b><u>Out State Markets</u></b>																
Lady Luck	\$ 2,302	8.9%	\$ 295	-8.9%	\$ 2,598	6.5%	74.6	5.1%	32.0	7.2%	\$ 81.18	-0.6%	9.9%	-6.8%	25.6%	-9.6%
St. Jo	\$ 2,798	-2.2%	\$ 252	-4.5%	\$ 3,050	-2.4%	101.2	-4.2%	48.7	-4.4%	\$ 62.63	2.2%	8.7%	-1.1%	27.5%	-3.2%
Mark Twain	\$ 2,694	0.8%	\$ 228	21.2%	\$ 2,922	2.1%	91.2	-5.8%	42.8	-5.0%	\$ 68.28	7.4%	8.4%	0.8%	23.7%	7.3%
Isle - Boonville	\$ 5,596	-1.3%	\$ 490	13.1%	\$ 6,086	-0.3%	163.0	-11.2%	83.3	-13.7%	\$ 73.06	15.5%	8.2%	0.6%	22.4%	25.9%
<b>Total Statewide</b>	<b>\$ 123,098</b>	<b>1.9%</b>	<b>\$ 17,551</b>	<b>16.4%</b>	<b>\$ 140,648</b>	<b>3.5%</b>	<b>4,329.9</b>	<b>1.8%</b>	<b>2,076.9</b>	<b>1.9%</b>	<b>\$ 67.72</b>	<b>1.6%</b>	<b>9.0%</b>	<b>0.0%</b>	<b>22.2%</b>	<b>16.9%</b>

\*\* River City began operations March 4, 2010, with VIP openings on March 1 and 2, 2010.

Note: Values are subject to change.