

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended February 28, 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>
<u>Kansas City Market</u>																
Argosy	\$ 14,567	-0.1%	\$ 1,377	-7.2%	\$ 15,944	-0.8%	419.1	-3.2%	194.8	-5.2%	\$ 81.85	4.6%	9.4%	-1.2%	18.8%	0.5%
Harrah's NKC	\$ 12,792	-12.3%	\$ 2,137	-8.3%	\$ 14,929	-11.8%	392.7	-22.4%	197.2	-27.7%	\$ 75.70	22.0%	9.7%	0.2%	21.4%	-2.6%
Isle of Capri - KC	\$ 6,708	0.5%	\$ 574	-3.8%	\$ 7,282	0.2%	243.9	0.7%	117.3	-2.1%	\$ 62.08	2.3%	9.6%	-0.2%	20.9%	2.8%
Ameristar KC	\$ 17,418	3.1%	\$ 2,068	3.3%	\$ 19,486	3.1%	570.4	-3.0%	265.0	-2.4%	\$ 73.53	5.7%	9.5%	2.0%	19.4%	24.2%
Total	\$ 51,484	-2.4%	\$ 6,155	-4.0%	\$ 57,639	-2.6%	1,626.1	-8.1%	774.3	-10.9%	\$ 74.44	9.4%	9.5%	0.3%	20.1%	7.2%
<u>St. Louis Market</u>																
Harrah's MH	\$ 18,731	-9.5%	\$ 2,733	-4.3%	\$ 21,464	-8.8%	543.7	-12.8%	251.8	-15.2%	\$ 85.24	7.5%	9.1%	1.3%	22.1%	-7.8%
River City	\$ 13,217	0.0%	\$ 1,487	0.0%	\$ 14,705	0.0%	519.0	0.0%	255.7	0.0%	\$ 57.51	0.0%	8.8%	0.0%	19.0%	0.0%
Lumiere Place	\$ 13,290	-13.4%	\$ 2,337	-21.9%	\$ 15,627	-14.8%	563.9	-12.6%	278.0	-13.7%	\$ 56.21	-1.3%	9.4%	1.6%	21.7%	-0.5%
Ameristar SC	\$ 20,599	-7.9%	\$ 2,503	8.6%	\$ 23,103	-6.4%	624.2	-8.3%	297.3	-7.6%	\$ 77.71	1.3%	9.0%	-3.6%	23.0%	21.3%
Total	\$ 65,838	9.2%	\$ 9,060	9.9%	\$ 74,898	9.2%	2,250.8	10.5%	1,082.8	10.2%	\$ 69.17	-0.8%	9.1%	-1.0%	21.6%	0.4%
<u>Out State Markets</u>																
Lady Luck	\$ 2,818	-0.1%	\$ 338	-12.0%	\$ 3,156	-1.6%	84.2	-4.2%	35.0	-3.3%	\$ 90.17	1.8%	11.0%	3.1%	24.5%	-5.5%
St. Jo	\$ 3,164	1.2%	\$ 259	-5.0%	\$ 3,422	0.7%	110.9	1.5%	52.5	1.3%	\$ 65.19	-0.7%	8.8%	-1.2%	25.3%	-11.4%
Mark Twain	\$ 2,937	1.6%	\$ 203	12.2%	\$ 3,141	2.2%	93.2	-4.9%	43.4	-4.3%	\$ 72.37	6.8%	8.9%	4.5%	23.3%	17.7%
Isle - Boonville	\$ 6,106	-1.4%	\$ 531	3.4%	\$ 6,637	-1.0%	180.1	-5.1%	90.4	-9.2%	\$ 73.42	9.0%	8.3%	-3.3%	21.6%	4.9%
Total Statewide	\$ 132,347	3.3%	\$ 16,546	3.4%	\$ 148,893	3.3%	4,345.3	1.3%	2,078.4	-0.3%	\$ 71.64	3.7%	9.2%	-0.5%	21.1%	3.5%

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

Note: Values are subject to change.