

**MISSOURI GAMING COMMISSION**  
**MARKET ANALYSIS**  
**Month Ended June 30, 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                           | \$ 13,941         | 4.4%                    | \$ 1,374         | -11.2%                  | \$ 15,315         | 2.8%                    | 423.7             | 5.8%                    | 200.2          | -0.6%                   | \$ 76.50              | 3.4%                    | 9.2%               | -2.9%                   | 18.0%              | -16.5%                  |
| Harrah's NKC                     | \$ 12,760         | -6.4%                   | \$ 2,385         | 19.0%                   | \$ 15,145         | -3.1%                   | 384.7             | -12.9%                  | 203.2          | -14.0%                  | \$ 74.53              | 12.7%                   | 9.1%               | -2.6%                   | 22.9%              | 13.3%                   |
| Isle of Capri - KC               | \$ 6,360          | 4.1%                    | \$ 501           | 12.8%                   | \$ 6,861          | 4.7%                    | 243.9             | 2.0%                    | 124.9          | -0.9%                   | \$ 54.93              | 5.7%                    | 9.8%               | 0.9%                    | 21.5%              | 11.2%                   |
| Ameristar KC                     | \$ 16,778         | -11.9%                  | \$ 2,335         | 15.3%                   | \$ 19,113         | -9.2%                   | 565.0             | -13.5%                  | 271.6          | -14.8%                  | \$ 70.37              | 6.5%                    | 9.2%               | -1.0%                   | 22.1%              | 25.7%                   |
| <b>Total</b>                     | <b>\$ 49,838</b>  | <b>-4.4%</b>            | <b>\$ 6,596</b>  | <b>9.5%</b>             | <b>\$ 56,433</b>  | <b>-2.9%</b>            | <b>1,617.3</b>    | <b>-6.8%</b>            | <b>799.9</b>   | <b>-9.4%</b>            | <b>\$ 70.55</b>       | <b>7.1%</b>             | <b>9.2%</b>        | <b>-1.7%</b>            | <b>21.3%</b>       | <b>9.4%</b>             |
| <b><u>St. Louis Market</u></b>   |                   |                         |                  |                         |                   |                         |                   |                         |                |                         |                       |                         |                    |                         |                    |                         |
| Harrah's MH                      | \$ 19,103         | 3.4%                    | \$ 2,334         | 38.9%                   | \$ 21,437         | 6.4%                    | 537.0             | -3.1%                   | 264.0          | -4.3%                   | \$ 81.20              | 11.1%                   | 9.3%               | 5.2%                    | 18.9%              | 24.0%                   |
| River City                       | \$ 14,271         | 21.5%                   | \$ 1,676         | 5.0%                    | \$ 15,948         | 19.5%                   | 507.8             | 2.2%                    | 252.0          | -0.9%                   | \$ 63.28              | 20.6%                   | 8.6%               | -1.1%                   | 19.4%              | 5.9%                    |
| Lumiere Place                    | \$ 11,768         | 11.4%                   | \$ 2,122         | -4.6%                   | \$ 13,889         | 8.6%                    | 536.0             | 5.6%                    | 273.4          | -0.5%                   | \$ 50.80              | 9.2%                    | 9.1%               | 0.0%                    | 17.3%              | -19.3%                  |
| Ameristar SC                     | \$ 20,111         | -5.4%                   | \$ 1,791         | -16.2%                  | \$ 21,902         | -6.4%                   | 595.3             | -12.8%                  | 293.4          | -16.3%                  | \$ 74.65              | 11.8%                   | 9.1%               | 1.7%                    | 16.9%              | -6.4%                   |
| <b>Total</b>                     | <b>\$ 65,253</b>  | <b>4.2%</b>             | <b>\$ 7,923</b>  | <b>3.2%</b>             | <b>\$ 73,176</b>  | <b>4.1%</b>             | <b>2,176.1</b>    | <b>-4.2%</b>            | <b>1,082.8</b> | <b>-7.5%</b>            | <b>\$ 67.58</b>       | <b>12.6%</b>            | <b>9.0%</b>        | <b>1.8%</b>             | <b>18.0%</b>       | <b>-1.0%</b>            |
| <b><u>Out State Markets</u></b>  |                   |                         |                  |                         |                   |                         |                   |                         |                |                         |                       |                         |                    |                         |                    |                         |
| Lady Luck                        | \$ 2,364          | -1.4%                   | \$ 262           | -3.7%                   | \$ 2,625          | -1.6%                   | 69.9              | -11.8%                  | 30.7           | -12.7%                  | \$ 85.51              | 12.7%                   | 11.2%              | 9.2%                    | 28.1%              | 12.6%                   |
| St. Jo                           | \$ 2,679          | -9.1%                   | \$ 209           | 21.1%                   | \$ 2,888          | -7.5%                   | 94.9              | -10.8%                  | 47.3           | -9.4%                   | \$ 61.05              | 2.1%                    | 9.0%               | 4.7%                    | 24.5%              | 44.2%                   |
| Mark Twain                       | \$ 2,814          | 1.7%                    | \$ 176           | -7.4%                   | \$ 2,990          | 1.1%                    | 89.1              | -5.7%                   | 43.0           | -5.5%                   | \$ 69.52              | 6.9%                    | 9.0%               | 3.0%                    | 23.4%              | 1.6%                    |
| Isle - Boonville                 | \$ 6,113          | 0.1%                    | \$ 418           | 6.1%                    | \$ 6,531          | 0.4%                    | 174.0             | -3.5%                   | 88.7           | -9.2%                   | \$ 73.63              | 10.6%                   | 8.4%               | -4.2%                   | 19.2%              | 2.4%                    |
| <b>Total Statewide</b>           | <b>\$ 129,059</b> | <b>0.1%</b>             | <b>\$ 15,584</b> | <b>5.8%</b>             | <b>\$ 144,643</b> | <b>0.7%</b>             | <b>4,221.3</b>    | <b>-5.5%</b>            | <b>2,092.4</b> | <b>-8.4%</b>            | <b>\$ 69.13</b>       | <b>9.9%</b>             | <b>9.1%</b>        | <b>0.3%</b>             | <b>19.6%</b>       | <b>3.8%</b>             |

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

\*\* Lady Luck casino closed from May 1, 2011 through May 12, 2011 due to flooding.

\*\*\* Mark Twain boat closure 6/27/11 due to power outage.

\*\*\*\* St. Jo Frontier boat closure 6/28/11 through 6/30/11 due to flooding.

Note: Values are subject to change.