

**MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended December 31, 2010
(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 | \$ 14,822 | 9.4% | \$ 1,539 | -2.4% | \$ 16,361 | 8.2% | 443.9 | 5.0% | 210.3 | 3.1% | \$ 77.80 | 4.9% | 9.5% | 3.2% | 18.9% | -6.9% |
| Harrah's NKC | \$ 13,471 | 9.7% | \$ 2,256 | 6.1% | \$ 15,727 | 9.2% | 424.5 | 2.8% | 218.1 | 3.4% | \$ 72.11 | 5.5% | 9.5% | 2.9% | 20.1% | -4.6% |
| Isle of Capri - KC | \$ 6,214 | 10.5% | \$ 576 | -4.2% | \$ 6,789 | 9.1% | 243.7 | 10.0% | 123.6 | 8.9% | \$ 54.93 | 0.2% | 9.6% | 5.0% | 21.9% | -9.3% |
| Ameristar KC | \$ 18,122 | 10.5% | \$ 2,813 | 30.8% | \$ 20,935 | 12.9% | 666.3 | 10.7% | 293.3 | 5.2% | \$ 71.38 | 7.3% | 9.3% | 1.5% | 26.3% | 50.5% |
| Total | \$ 52,629 | 10.0% | \$ 7,184 | 11.3% | \$ 59,812 | 10.2% | 1,778.4 | 7.2% | 845.3 | 4.7% | \$ 70.76 | 5.2% | 9.4% | 2.7% | 22.0% | 11.1% |
| <u>St. Louis Market</u> | | | | | | | | | | | | | | | | |
| Harrah's MH | \$ 17,954 | -9.8% | \$ 3,145 | 7.9% | \$ 21,099 | -7.5% | 550.4 | -13.1% | 262.2 | -10.4% | \$ 80.47 | 3.1% | 8.8% | -2.4% | 23.5% | 8.4% |
| River City | \$ 11,794 | 0.0% | \$ 1,922 | 0.0% | \$ 13,716 | 0.0% | 489.4 | 0.0% | 245.7 | 0.0% | \$ 55.82 | 0.0% | 8.8% | 0.0% | 24.0% | 0.0% |
| Lumiere Place | \$ 11,181 | -20.4% | \$ 2,516 | -26.9% | \$ 13,697 | -21.7% | 527.7 | -15.7% | 264.5 | -17.7% | \$ 51.78 | -4.9% | 9.2% | 2.8% | 21.7% | -11.0% |
| Ameristar SC | \$ 20,733 | -4.9% | \$ 2,625 | 25.5% | \$ 23,359 | -2.2% | 663.0 | -4.7% | 327.8 | -4.2% | \$ 71.26 | 2.1% | 9.1% | -0.5% | 21.8% | 33.1% |
| Total | \$ 61,663 | 7.3% | \$ 10,208 | 19.7% | \$ 71,870 | 8.9% | 2,230.5 | 9.3% | 1,100.2 | 10.0% | \$ 65.32 | -1.0% | 8.9% | -0.7% | 22.7% | 8.3% |
| <u>Out State Markets</u> | | | | | | | | | | | | | | | | |
| Lady Luck | \$ 2,278 | 4.5% | \$ 373 | 28.8% | \$ 2,650 | 7.3% | 72.4 | -4.2% | 31.5 | -2.5% | \$ 84.14 | 10.0% | 9.9% | -5.6% | 32.8% | 32.0% |
| St. Jo | \$ 3,143 | 21.6% | \$ 306 | 59.0% | \$ 3,449 | 24.2% | 108.6 | 14.0% | 52.9 | 14.2% | \$ 65.21 | 8.8% | 9.2% | 3.8% | 27.4% | 33.9% |
| Mark Twain | \$ 2,886 | 10.6% | \$ 250 | 18.4% | \$ 3,136 | 11.1% | 96.1 | 2.9% | 45.1 | 2.6% | \$ 69.54 | 8.4% | 8.5% | 2.4% | 25.3% | 6.1% |
| Isle - Boonville | \$ 5,757 | 9.6% | \$ 392 | -17.1% | \$ 6,149 | 7.4% | 163.3 | 2.9% | 83.4 | 1.3% | \$ 73.73 | 5.9% | 8.2% | -2.2% | 18.8% | -10.2% |
| Total Statewide | \$ 128,356 | 8.9% | \$ 18,712 | 15.9% | \$ 147,068 | 9.7% | 4,449.3 | 7.9% | 2,158.4 | 7.3% | \$ 68.14 | 2.2% | 9.1% | 0.7% | 22.5% | 9.7% |

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

Note: Values are subject to change.