

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended January 31, 2012
(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	\$ 14,402	9.0%	\$ 1,450	-5.4%	\$ 15,852	7.5%	440.6	5.1%	204.3	7.8%	\$ 77.59	-0.2%	9.3%	2.4%	17.8%	-13.4%
Harrah's NKC	\$ 11,966	-3.2%	\$ 2,090	-21.9%	\$ 14,056	-6.5%	382.4	-1.8%	199.6	1.5%	\$ 70.42	-7.9%	9.2%	-1.5%	18.7%	-24.9%
Isle of Capri - KC	\$ 6,650	17.4%	\$ 391	-16.0%	\$ 7,041	14.9%	266.9	15.5%	137.3	20.6%	\$ 51.28	-4.7%	9.8%	7.1%	18.0%	-8.5%
Ameristar KC	\$ 16,767	0.7%	\$ 2,203	-2.7%	\$ 18,970	0.3%	582.2	-5.5%	271.9	2.1%	\$ 69.77	-1.7%	9.1%	-2.8%	20.8%	3.5%
Total	\$ 49,786	4.0%	\$ 6,134	-11.6%	\$ 55,920	2.0%	1,672.1	1.0%	813.1	6.1%	\$ 68.77	-3.8%	9.3%	0.2%	19.1%	-12.3%
<u>St. Louis Market</u>																
Harrah's MH	\$ 18,274	4.8%	\$ 2,349	-22.8%	\$ 20,623	0.7%	553.2	0.5%	267.1	1.8%	\$ 77.21	-1.1%	9.3%	6.7%	17.8%	-26.5%
River City	\$ 14,123	12.3%	\$ 1,791	-3.4%	\$ 15,915	10.3%	500.3	-1.6%	240.6	-4.3%	\$ 66.15	15.2%	8.8%	-1.4%	21.2%	-9.4%
Lumiere Place	\$ 10,325	-9.0%	\$ 2,245	-15.6%	\$ 12,570	-10.3%	448.6	-13.5%	215.7	-17.1%	\$ 58.27	8.2%	9.0%	-2.0%	21.8%	-13.7%
Ameristar SC	\$ 19,423	-5.1%	\$ 2,123	18.2%	\$ 21,546	-3.2%	604.5	-9.3%	292.5	-11.3%	\$ 73.66	9.1%	9.2%	1.6%	20.9%	29.3%
Total	\$ 62,146	0.5%	\$ 8,507	-9.0%	\$ 70,653	-0.8%	2,106.6	-6.1%	1,015.9	-8.0%	\$ 69.55	7.8%	9.1%	1.6%	20.2%	-9.0%
<u>Out State Markets</u>																
Lady Luck	\$ 2,428	5.4%	\$ 224	-24.1%	\$ 2,652	2.1%	72.9	-2.4%	30.7	-4.0%	\$ 86.37	6.3%	10.8%	9.2%	22.6%	-11.7%
St. Jo	\$ 3,077	10.0%	\$ 199	-20.9%	\$ 3,277	7.4%	104.7	3.5%	51.3	5.4%	\$ 63.87	1.9%	8.9%	2.5%	20.0%	-27.4%
Mark Twain	\$ 2,842	5.5%	\$ 239	4.6%	\$ 3,080	5.4%	92.7	1.6%	43.6	1.8%	\$ 70.65	3.5%	9.3%	10.5%	26.3%	11.0%
Isle - Boonville	\$ 6,276	12.2%	\$ 565	15.2%	\$ 6,841	12.4%	174.0	6.7%	88.0	5.6%	\$ 77.74	6.4%	8.4%	2.3%	25.0%	11.5%
Total Statewide	\$ 126,554	2.8%	\$ 15,868	-9.6%	\$ 142,422	1.2%	4,223.0	-2.5%	2,042.6	-1.7%	\$ 69.73	3.0%	9.2%	1.4%	20.0%	-9.8%

* 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 9/28/11 due to flooding.

Note: Values are subject to change.