

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended March 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	\$ 12,683	-21.4%	\$ 1,331	-12.9%	\$ 14,014	-20.7%	357.0	-24.0%	167.7	-22.2%	\$ 83.57	1.9%	9.3%	-1.5%	18.8%	10.0%
Harrah's NKC	\$ 14,791	1.3%	\$ 2,135	-19.3%	\$ 16,926	-1.9%	400.8	-10.6%	207.7	-8.1%	\$ 81.49	6.7%	9.7%	3.6%	18.2%	-18.1%
Isle of Capri - KC	\$ 7,420	1.5%	\$ 515	-15.1%	\$ 7,935	0.2%	280.4	5.6%	145.2	9.0%	\$ 54.65	-8.1%	10.1%	5.6%	18.7%	-12.8%
Ameristar KC	\$ 18,092	-5.6%	\$ 2,254	-5.8%	\$ 20,346	-5.6%	595.1	-6.7%	282.5	-4.0%	\$ 72.02	-1.7%	9.3%	-0.9%	20.2%	-0.4%
Total	\$ 52,986	-7.4%	\$ 6,235	-13.1%	\$ 59,221	-8.0%	1,633.3	-10.3%	803.1	-7.6%	\$ 73.74	-0.5%	9.5%	1.1%	19.1%	-5.8%
<u>St. Louis Market</u>																
Harrah's MH	\$ 21,124	4.1%	\$ 4,091	35.3%	\$ 25,215	8.1%	578.6	-0.1%	278.3	1.3%	\$ 90.60	6.7%	9.5%	5.0%	28.6%	27.7%
River City	\$ 17,138	11.3%	\$ 2,165	24.9%	\$ 19,303	12.7%	599.6	2.4%	293.6	1.0%	\$ 65.75	11.6%	8.9%	4.0%	19.1%	12.0%
Lumiere Place	\$ 12,528	-4.8%	\$ 2,828	8.3%	\$ 15,356	-2.7%	509.0	-13.9%	246.3	-16.1%	\$ 62.35	16.0%	9.2%	-1.5%	19.4%	-5.8%
Ameristar SC	\$ 22,314	-0.1%	\$ 2,477	0.1%	\$ 24,790	-0.1%	661.2	0.4%	316.4	-0.3%	\$ 78.35	0.3%	9.4%	3.3%	21.1%	1.4%
Total	\$ 73,103	2.7%	\$ 11,561	17.5%	\$ 84,664	4.5%	2,348.4	-2.7%	1,134.6	-3.6%	\$ 74.62	8.3%	9.3%	3.0%	22.3%	9.0%
<u>Out State Markets</u>																
Lady Luck	\$ 3,008	7.4%	\$ 389	-6.4%	\$ 3,397	5.6%	87.7	1.3%	37.5	0.0%	\$ 90.58	5.6%	10.9%	1.3%	27.4%	-11.1%
St. Jo	\$ 3,416	-1.6%	\$ 266	-11.6%	\$ 3,682	-2.4%	113.6	-7.7%	56.1	-6.2%	\$ 65.64	4.0%	9.0%	2.9%	22.5%	-17.0%
Mark Twain	\$ 3,388	0.3%	\$ 230	-9.3%	\$ 3,618	-0.3%	104.5	-1.7%	49.7	-0.9%	\$ 72.79	0.6%	9.1%	1.3%	22.5%	-8.5%
Isle - Boonville	\$ 7,313	7.6%	\$ 541	2.8%	\$ 7,853	7.3%	206.0	4.5%	103.6	4.2%	\$ 75.80	3.0%	8.6%	0.8%	18.3%	-13.0%
Total Statewide	\$ 143,213	-1.1%	\$ 19,222	3.8%	\$ 162,435	-0.6%	4,493.5	-5.4%	2,184.6	-4.7%	\$ 74.35	4.3%	9.3%	2.0%	21.1%	2.1%

* 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.