

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended June 30, 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	\$11,281	-19.1%	\$1,012	-26.3%	\$12,293	-19.7%	331.3	-21.8%	155.2	-22.5%	\$79.21	3.5%	9.2%	0.2%	19.1%	6.0%
Harrah's NKC	\$13,364	4.7%	\$2,324	-2.5%	\$15,688	3.6%	369.9	-3.8%	199.3	-1.9%	\$78.72	5.6%	9.4%	3.0%	22.5%	-1.6%
Isle of Capri - KC	\$6,423	1.0%	\$480	-4.2%	\$6,904	0.6%	248.0	1.7%	125.4	0.4%	\$55.05	0.2%	9.8%	0.5%	22.1%	2.7%
Ameristar KC	\$17,300	3.1%	\$2,125	-9.0%	\$19,425	1.6%	540.4	-4.4%	262.1	-3.5%	\$74.11	5.3%	9.8%	6.8%	20.5%	-7.3%
Total	\$48,368	-2.9%	\$5,942	-9.9%	\$54,309	-3.8%	1,489.6	-7.9%	742.0	-7.2%	\$73.19	3.7%	9.6%	3.4%	21.1%	-1.1%
<u>St. Louis Market</u>																
Harrah's MH	\$ 19,905	4.2%	\$ 3,429	46.9%	\$ 23,334	8.9%	554.1	3.2%	268.9	1.8%	\$ 86.78	6.9%	9.4%	1.0%	23.4%	24.1%
River City	\$ 15,977	12.0%	\$ 1,900	13.3%	\$ 17,876	12.1%	529.5	4.3%	263.1	4.4%	\$ 67.95	7.4%	8.8%	1.8%	21.6%	11.3%
Lumiere Place	\$ 11,141	-5.3%	\$ 3,260	53.6%	\$ 14,401	3.7%	467.2	-12.8%	231.1	-15.5%	\$ 62.32	22.7%	9.1%	0.4%	25.5%	47.6%
Ameristar SC	\$ 21,177	5.3%	\$ 2,015	12.5%	\$ 23,192	5.9%	657.7	10.5%	331.6	13.0%	\$ 69.94	-6.3%	9.3%	2.8%	19.4%	15.2%
Total	\$ 68,201	4.5%	\$ 10,604	33.8%	\$ 78,804	7.7%	2,208.5	1.5%	1,094.7	1.1%	\$ 71.99	6.5%	9.2%	1.6%	22.8%	26.1%
<u>Out State Markets</u>																
Lady Luck	\$ 2,669	12.9%	\$ 230	-12.1%	\$ 2,899	10.4%	82.3	17.8%	37.5	22.1%	\$ 77.29	-9.6%	10.8%	-3.0%	19.8%	-29.5%
St. Jo	\$ 3,101	15.8%	\$ 209	-0.2%	\$ 3,310	14.6%	100.8	6.2%	50.7	7.1%	\$ 65.29	7.0%	9.1%	1.8%	19.9%	-19.1%
Mark Twain	\$ 3,013	7.1%	\$ 157	-10.9%	\$ 3,170	6.0%	94.5	6.1%	45.8	6.5%	\$ 69.21	-0.4%	9.1%	1.4%	18.5%	-21.0%
Isle - Boonville	\$ 6,450	5.5%	\$ 569	36.0%	\$ 7,019	7.5%	185.6	6.7%	95.0	7.1%	\$ 73.88	0.4%	8.8%	4.2%	23.4%	21.4%
Total Statewide	\$ 131,801	2.1%	\$ 17,710	13.6%	\$ 149,511	3.4%	4,161.3	-1.4%	2,065.7	-1.3%	\$ 72.38	4.7%	9.3%	2.2%	22.1%	12.6%

* 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.