

**MISSOURI GAMING COMMISSION**  
**MARKET ANALYSIS**  
**Month Ended August 31, 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	\$ 14,517	1.9%	\$ 1,601	36.3%	\$ 16,117	4.5%	436.3	-2.8%	206.8	-5.2%	\$ 77.94	10.2%	9.3%	-1.0%	20.6%	33.5%
Harrah's NKC	\$ 13,588	-1.5%	\$ 2,379	-0.3%	\$ 15,968	-1.3%	417.7	-4.4%	218.3	-6.3%	\$ 73.14	5.4%	9.4%	4.7%	21.1%	-12.5%
Isle of Capri - KC	\$ 6,599	1.9%	\$ 556	0.6%	\$ 7,155	1.8%	279.3	4.8%	143.1	3.7%	\$ 50.00	-1.9%	9.7%	2.5%	23.0%	7.2%
Ameristar KC	\$ 16,965	-3.2%	\$ 1,807	-12.7%	\$ 18,772	-4.2%	584.8	-12.2%	282.3	-6.3%	\$ 66.50	2.3%	9.3%	0.1%	17.1%	4.4%
<b>Total</b>	<b>\$ 51,669</b>	<b>-0.7%</b>	<b>\$ 6,343</b>	<b>2.6%</b>	<b>\$ 58,012</b>	<b>-0.4%</b>	<b>1,718.1</b>	<b>-5.5%</b>	<b>850.5</b>	<b>-4.5%</b>	<b>\$ 68.21</b>	<b>4.3%</b>	<b>9.4%</b>	<b>1.3%</b>	<b>19.8%</b>	<b>4.8%</b>
<b><u>St. Louis Market</u></b>																
Harrah's MH	\$ 18,639	-6.5%	\$ 2,467	-5.8%	\$ 21,107	-6.4%	557.7	-9.0%	277.5	-5.3%	\$ 76.06	-1.1%	8.9%	0.8%	19.2%	-10.7%
River City	\$ 14,737	12.6%	\$ 1,812	3.3%	\$ 16,549	11.5%	536.8	-4.2%	270.0	-7.9%	\$ 61.29	21.1%	8.6%	0.5%	21.7%	4.3%
Lumiere Place	\$ 11,548	-0.8%	\$ 2,205	-22.9%	\$ 13,754	-5.2%	520.1	-10.0%	273.1	-4.9%	\$ 50.36	-0.3%	8.9%	-3.7%	18.7%	-22.1%
Ameristar SC	\$ 20,832	-0.1%	\$ 1,385	-30.9%	\$ 22,217	-2.8%	661.9	-0.2%	336.6	0.1%	\$ 66.00	-2.9%	9.3%	2.5%	12.7%	-20.6%
<b>Total</b>	<b>\$ 65,757</b>	<b>0.4%</b>	<b>\$ 7,870</b>	<b>-14.8%</b>	<b>\$ 73,626</b>	<b>-1.5%</b>	<b>2,276.5</b>	<b>-5.7%</b>	<b>1,157.2</b>	<b>-4.3%</b>	<b>\$ 63.62</b>	<b>3.0%</b>	<b>9.0%</b>	<b>0.4%</b>	<b>17.9%</b>	<b>-12.6%</b>
<b><u>Out State Markets</u></b>																
Lady Luck	\$ 2,407	-5.9%	\$ 322	18.5%	\$ 2,729	-3.6%	74.7	-9.4%	33.2	-9.2%	\$ 82.19	6.3%	10.6%	3.8%	28.8%	31.5%
St. Jo	\$ -	-100.0%	\$ -	-100.0%	\$ -	-100.0%	-	-100.0%	-	-100.0%	\$ -	-100.0%	0.0%	-100.0%	0.0%	-100.0%
Mark Twain	\$ 2,840	0.2%	\$ 161	-13.9%	\$ 3,001	-0.6%	92.1	-8.2%	45.0	-7.3%	\$ 66.69	7.2%	9.0%	6.1%	18.6%	-14.3%
Isle - Boonville	\$ 6,378	0.3%	\$ 567	8.6%	\$ 6,945	1.0%	186.6	-9.5%	95.9	-13.7%	\$ 72.42	17.0%	8.6%	9.5%	26.4%	20.7%
<b>Total Statewide</b>	<b>\$ 129,050</b>	<b>-2.5%</b>	<b>\$ 15,262</b>	<b>-8.0%</b>	<b>\$ 144,313</b>	<b>-3.1%</b>	<b>4,348.0</b>	<b>-8.2%</b>	<b>2,181.8</b>	<b>-7.3%</b>	<b>\$ 66.14</b>	<b>4.5%</b>	<b>9.1%</b>	<b>1.5%</b>	<b>19.1%</b>	<b>-4.3%</b>

\* 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 8/31/11 due to flooding.

Note: Values are subject to change.