

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended November 30, 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>
<u>Kansas City Market</u>																
Argosy	\$ 14,128	4.4%	\$ 1,479	-7.3%	\$ 15,607	3.2%	416.2	-0.6%	195.5	-2.0%	\$ 79.83	5.3%	9.5%	4.5%	19.3%	-10.5%
Harrah's NKC	\$ 12,984	-2.6%	\$ 2,536	6.3%	\$ 15,520	-1.2%	392.2	-3.6%	206.8	-0.5%	\$ 75.05	-0.7%	9.4%	-1.0%	23.0%	-3.6%
Isle of Capri - KC	\$ 6,255	7.1%	\$ 367	-26.6%	\$ 6,622	4.4%	240.7	0.5%	123.8	3.3%	\$ 53.49	1.1%	9.6%	3.1%	16.2%	-15.9%
Ameristar KC	\$ 16,418	-1.7%	\$ 2,383	13.8%	\$ 18,800	0.0%	569.6	-6.9%	267.2	-1.8%	\$ 70.36	1.9%	9.3%	0.8%	21.1%	5.4%
Total	\$ 49,785	0.8%	\$ 6,765	2.9%	\$ 56,549	1.0%	1,618.7	-3.5%	793.3	-0.7%	\$ 71.28	1.8%	9.4%	1.6%	21.0%	-2.8%
<u>St. Louis Market</u>																
Harrah's MH	\$ 17,787	-2.7%	\$ 3,205	40.3%	\$ 20,992	2.1%	534.8	-3.0%	256.7	-3.2%	\$ 81.78	5.4%	9.1%	0.7%	24.0%	32.3%
River City	\$ 14,334	21.2%	\$ 1,849	10.2%	\$ 16,183	19.8%	506.9	7.6%	255.6	8.0%	\$ 63.31	10.9%	8.8%	-0.5%	20.6%	-5.7%
Lumiere Place	\$ 10,443	0.8%	\$ 2,769	14.1%	\$ 13,212	3.3%	472.2	-1.2%	239.7	-0.5%	\$ 55.12	3.8%	9.1%	-1.6%	24.7%	1.9%
Ameristar SC	\$ 19,431	-5.0%	\$ 2,094	18.0%	\$ 21,525	-3.2%	606.3	-5.3%	294.5	-7.2%	\$ 73.09	4.3%	9.0%	-1.5%	20.1%	32.4%
Total	\$ 61,996	1.7%	\$ 9,917	21.5%	\$ 71,912	4.1%	2,120.2	-1.0%	1,046.5	-1.3%	\$ 68.72	5.4%	9.0%	-0.8%	22.5%	16.0%
<u>Out State Markets</u>																
Lady Luck	\$ 2,332	1.2%	\$ 249	-18.4%	\$ 2,582	-1.1%	68.0	-3.9%	29.2	-4.5%	\$ 88.41	3.6%	11.2%	6.8%	23.0%	-14.6%
St. Jo	\$ 3,060	5.7%	\$ 291	21.3%	\$ 3,351	6.9%	105.7	1.9%	51.5	1.3%	\$ 65.07	5.5%	8.8%	-1.4%	27.1%	16.5%
Mark Twain	\$ 2,769	-0.1%	\$ 159	-17.7%	\$ 2,928	-1.2%	89.0	-3.0%	42.3	-2.6%	\$ 69.23	1.4%	9.1%	3.9%	17.1%	-28.1%
Isle - Boonville	\$ 5,841	-5.4%	\$ 560	34.5%	\$ 6,401	-2.8%	160.8	-9.2%	82.4	-12.8%	\$ 77.68	11.4%	8.4%	2.0%	24.2%	20.6%
Total Statewide	\$ 125,782	1.1%	\$ 17,942	12.9%	\$ 143,724	2.4%	4,162.4	-2.3%	2,045.2	-1.6%	\$ 70.27	4.1%	9.2%	0.5%	22.0%	7.2%

* 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.