

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended December 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>
<u>Kansas City Market</u>																
Argosy	\$ 15,210	2.6%	\$ 1,496	-2.8%	\$ 16,706	2.1%	458.5	3.3%	215.7	2.6%	\$ 77.45	-0.5%	9.4%	-1.2%	18.1%	-4.5%
Harrah's NKC	\$ 14,316	6.3%	\$ 2,164	-4.1%	\$ 16,480	4.8%	423.6	-0.2%	221.8	1.7%	\$ 74.30	3.0%	9.6%	1.1%	18.0%	-10.3%
Isle of Capri - KC	\$ 6,542	5.3%	\$ 573	-0.4%	\$ 7,115	4.8%	249.1	2.2%	126.6	2.5%	\$ 56.20	2.3%	9.7%	0.7%	25.0%	14.3%
Ameristar KC	\$ 18,119	0.0%	\$ 2,142	-23.9%	\$ 20,261	-3.2%	626.5	-6.0%	294.1	0.3%	\$ 68.89	-3.5%	9.2%	-0.9%	18.9%	-28.2%
Total	\$ 54,188	3.0%	\$ 6,374	-11.3%	\$ 60,562	1.3%	1,757.7	-1.2%	858.2	1.5%	\$ 70.57	-0.3%	9.4%	-0.3%	18.8%	-14.5%
<u>St. Louis Market</u>																
Harrah's MH	\$ 19,828	10.4%	\$ 3,605	14.6%	\$ 23,433	11.1%	577.0	4.8%	273.8	4.4%	\$ 85.58	6.3%	9.4%	7.1%	24.7%	5.2%
River City	\$ 15,063	27.7%	\$ 2,005	4.3%	\$ 17,068	24.4%	564.0	15.3%	266.9	8.6%	\$ 63.95	14.6%	8.8%	-0.4%	22.4%	-6.6%
Lumiere Place	\$ 10,784	-3.6%	\$ 2,626	4.4%	\$ 13,410	-2.1%	486.4	-7.8%	240.9	-8.9%	\$ 55.67	7.5%	8.9%	-3.2%	21.8%	0.6%
Ameristar SC	\$ 21,288	2.7%	\$ 2,433	-7.3%	\$ 23,722	1.6%	670.3	1.1%	326.7	-0.3%	\$ 72.61	1.9%	9.2%	1.9%	22.3%	2.4%
Total	\$ 66,963	8.6%	\$ 10,670	4.5%	\$ 77,633	8.0%	2,297.7	3.0%	1,108.3	0.7%	\$ 70.05	7.2%	9.1%	1.9%	22.9%	1.3%
<u>Out State Markets</u>																
Lady Luck	\$ 2,671	17.3%	\$ 322	-13.5%	\$ 2,994	13.0%	78.3	8.1%	33.4	5.9%	\$ 89.63	6.7%	11.4%	15.2%	27.9%	-14.9%
St. Jo	\$ 3,210	2.1%	\$ 320	4.4%	\$ 3,529	2.3%	110.1	1.3%	53.8	1.8%	\$ 65.60	0.5%	8.8%	-4.1%	28.6%	4.3%
Mark Twain	\$ 3,215	11.4%	\$ 218	-12.7%	\$ 3,433	9.5%	100.8	4.9%	47.5	5.3%	\$ 72.27	4.0%	9.1%	7.5%	21.0%	-17.2%
Isle - Boonville	\$ 6,304	9.5%	\$ 522	33.2%	\$ 6,826	11.0%	171.6	5.1%	86.7	4.0%	\$ 78.73	6.7%	8.8%	6.7%	22.3%	18.4%
Total Statewide	\$ 136,550	6.4%	\$ 18,426	-1.5%	\$ 154,976	5.4%	4,516.2	1.5%	2,187.9	1.4%	\$ 70.83	4.0%	9.2%	1.4%	21.4%	-5.0%

* 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.