

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended August 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	\$11,711	-19.3%	\$1,155	-27.8%	\$12,866	-20.2%	343.4	-21.3%	164.4	-20.5%	\$78.26	0.4%	9.2%	-0.5%	20.1%	-2.7%
Harrah's NKC	\$13,369	-1.6%	\$2,533	6.5%	\$15,902	-0.4%	373.7	-10.5%	198.6	-9.0%	\$80.07	9.5%	9.8%	3.8%	24.1%	14.5%
Isle of Capri - KC	\$6,447	-2.3%	\$388	-30.1%	\$6,835	-4.5%	250.1	-10.5%	127.5	-10.9%	\$53.61	7.2%	9.7%	0.6%	16.9%	-26.3%
Ameristar KC	\$16,066	-5.3%	\$1,806	0.3%	\$17,871	-4.8%	549.9	-6.0%	268.1	-5.0%	\$66.66	0.3%	9.0%	-3.0%	16.7%	-1.9%
Total	\$47,592	-7.9%	\$5,882	-7.2%	\$53,474	-7.8%	1,517.1	-11.7%	758.6	-10.8%	\$70.49	3.4%	9.4%	0.0%	20.0%	1.3%
<u>St. Louis Market</u>																
Harrah's MH	\$ 17,735	-4.9%	\$ 2,611	5.8%	\$ 20,346	-3.6%	528.3	-5.3%	245.3	-11.6%	\$ 82.94	9.0%	9.2%	2.8%	18.6%	-2.9%
River City	\$ 16,300	10.6%	\$ 1,527	-15.8%	\$ 17,828	7.7%	521.8	-2.8%	260.5	-3.5%	\$ 68.44	11.7%	9.1%	5.6%	17.8%	-17.7%
Lumiere Place	\$ 11,184	-3.2%	\$ 2,630	19.3%	\$ 13,814	0.4%	464.4	-10.7%	231.7	-15.2%	\$ 59.62	18.4%	9.2%	3.1%	21.4%	14.4%
Ameristar SC	\$ 21,450	3.0%	\$ 1,713	23.6%	\$ 23,162	4.3%	667.6	0.9%	336.3	-0.1%	\$ 68.87	4.3%	9.3%	0.2%	16.5%	29.7%
Total	\$ 66,669	1.4%	\$ 8,481	7.8%	\$ 75,150	2.1%	2,182.1	-4.1%	1,073.8	-7.2%	\$ 69.99	10.0%	9.2%	2.7%	18.7%	4.6%
<u>Out State Markets</u>																
Lady Luck	\$ 2,733	13.6%	\$ 373	16.0%	\$ 3,106	13.8%	84.1	12.6%	36.5	10.1%	\$ 85.10	3.4%	10.8%	1.2%	29.9%	3.7%
St. Jo	\$ 3,078	100.0%	\$ 215	100.0%	\$ 3,293	100.0%	103.2	100.0%	52.1	100.0%	\$ 63.21	100.0%	8.9%	100.0%	20.5%	100.0%
Mark Twain	\$ 3,048	7.3%	\$ 206	28.1%	\$ 3,254	8.4%	97.1	5.4%	47.3	5.2%	\$ 68.79	3.0%	8.8%	-2.4%	23.5%	26.4%
Isle - Boonville	\$ 6,845	7.3%	\$ 521	-8.0%	\$ 7,366	6.1%	196.4	5.2%	99.7	3.9%	\$ 73.89	2.1%	8.8%	2.8%	21.4%	-19.0%
Total Statewide	\$ 129,965	0.7%	\$ 15,679	2.8%	\$ 145,644	0.9%	4,180.0	-3.9%	2,068.0	-5.2%	\$ 70.43	6.5%	9.3%	1.4%	19.5%	2.6%

* St. Jo Frontier boat closure 6/28/11 through 9/28/11 due to flooding.

Note: Values are subject to change.