

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended February 28, 2014
(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	\$10,853	-2.8%	\$1,055	-19.9%	\$11,907	-4.6%	277.5	-10.7%	139.9	-6.5%	\$85.11	2.1%	9.9%	2.1%	19.4%	-15.3%
Harrah's NKC	\$10,947	-4.6%	\$2,458	3.4%	\$13,405	-3.2%	304.2	-3.9%	157.1	-5.3%	\$85.33	2.2%	9.7%	1.5%	22.0%	-10.6%
Isle of Capri - KC	\$5,952	-3.3%	\$361	7.3%	\$6,313	-2.7%	217.0	-2.3%	102.7	-7.7%	\$61.47	5.3%	9.9%	0.2%	17.9%	10.0%
Ameristar KC	\$14,030	-3.9%	\$1,917	-7.4%	\$15,947	-4.3%	479.4	-3.8%	225.1	-3.6%	\$70.84	-0.8%	9.0%	-1.0%	22.8%	6.9%
Total	\$41,782	-3.7%	\$5,790	-5.1%	\$47,572	-3.9%	1,278.1	-5.2%	624.8	-5.4%	\$76.14	1.6%	9.5%	0.6%	21.4%	-4.5%
<u>St. Louis Market</u>																
Harrah's MH/Hollywood	\$ 15,129	-12.5%	\$ 2,901	-13.5%	\$ 18,029	-12.7%	432.1	-23.1%	203.7	-22.8%	\$ 88.51	13.1%	9.5%	-0.8%	23.3%	-4.2%
River City	\$ 14,937	-1.8%	\$ 1,633	-7.3%	\$ 16,569	-2.3%	498.7	0.7%	248.0	0.3%	\$ 66.81	-2.7%	8.7%	-5.9%	16.9%	-19.7%
Lumiere Place	\$ 10,022	-11.8%	\$ 2,249	-10.9%	\$ 12,271	-11.7%	374.3	-9.5%	178.5	-11.3%	\$ 68.75	-0.4%	9.5%	-5.4%	19.5%	-6.1%
Ameristar SC	\$ 18,140	-8.1%	\$ 2,018	-9.2%	\$ 20,157	-8.2%	519.3	-11.9%	242.3	-16.7%	\$ 83.19	10.3%	9.4%	-0.2%	19.3%	-11.1%
Total	\$ 58,227	-8.5%	\$ 8,801	-10.8%	\$ 67,027	-8.8%	1,824.4	-11.4%	872.5	-13.0%	\$ 76.82	4.9%	9.2%	-2.9%	20.0%	-9.9%
<u>Out State Markets</u>																
Lady Luck	\$ 2,459	-3.9%	\$ 284	16.2%	\$ 2,743	-2.2%	69.4	-3.6%	28.0	-6.8%	\$ 97.96	4.9%	10.6%	-3.3%	27.6%	14.1%
St. Jo	\$ 3,142	1.2%	\$ 225	7.0%	\$ 3,367	1.5%	102.5	4.4%	49.8	5.6%	\$ 67.62	-3.9%	9.4%	2.4%	23.0%	3.0%
Mark Twain	\$ 2,648	-8.3%	\$ 197	-10.7%	\$ 2,845	-8.4%	76.2	-11.6%	36.0	-11.7%	\$ 79.03	3.7%	9.3%	2.5%	24.9%	-9.0%
Isle - Boonville	\$ 5,908	-0.4%	\$ 638	37.4%	\$ 6,546	2.4%	152.3	-5.0%	77.8	-2.8%	\$ 84.14	5.3%	9.2%	7.2%	23.7%	20.9%
Isle - Cape Girardeau	\$ 4,227	-26.5%	\$ 578	-33.3%	\$ 4,806	-27.4%	152.5	-35.4%	74.7	-27.5%	\$ 64.33	0.1%	9.3%	-3.5%	19.8%	-13.5%
Total Statewide	\$118,392	-6.9%	\$16,514	-8.1%	\$134,906	-7.1%	\$3,655	-10.0%	\$1,764	-10.2%	\$76.49	3.5%	9.4%	-1.0%	20.8%	-6.8%

* Isle - Cape Girardeau opened 10/30/12.

** Harrah's MH was purchased by Penn and rebranded as Hollywood Casino 11/2/12.

Note: Values are subject to change.