## MISSOURI GAMING COMMISSION MARKET ANALYSIS

Month Ended July 31, 2013 (Values in 000's)

		Slot AGR			Table AGR			Total A	GR	Admissions		Patr	Patrons		Win Per Patron			Slot Hold %		Table Win %	
			Year/Year <u>% Chng</u>		<u>\$\$</u>	Year/Year % Chng		<u>\$\$</u>	Year/Year % Chng	<u>#</u>	Year/Year <u>% Chng</u>	<u>#</u>	Year/Year <u>% Chng</u>	<u>\$</u>	<u>\$\$</u>	Year/Year % Chng		Year/Year <u>% Chng</u>		Year/Year <u>% Chng</u>	
Kansas City Market																					
Argosy Harrah's NKC Isle of Capri - KC Ameristar KC Total		\$11,573 \$12,103 \$6,162 \$15,124 \$44,962	0.3% -5.4% -2.6% -9.6% -5.1%		\$980 \$2,763 \$409 \$2,140 \$6,291	-14.3% -11.3% 23.0% -10.8% -10.0%		\$12,552 \$14,865 \$6,571 \$17,264 \$51,252	-1.0% -6.5% -1.3% -9.7% -5.7%	319.7 327.6 238.5 502.8 1,388.6	-13.9% -4.5% -10.6%	162.2 176.9 126.5 249.4 715.0	-14.3% -0.5% -8.8%	:	\$77.39 \$84.03 \$51.95 \$69.22 \$71.68	0.3% 9.1% -0.8% -1.0% 1.7%	9.4% 9.4% 9.9% 9.1% 9.4%	0.8% 0.6% 1.4% 1.4%	17.9% 24.5% 19.4% 22.9% 22.3%	-9.1% -15.5% 29.0% 6.2% -4.6%	
St. Louis Market																					
Harrah's MH/Hollywood River City Lumiere Place Ameristar SC Total	\$ \$ \$ \$	17,835 14,864 9,316 19,237 61,253	-10.0% -7.9% -18.9% -12.9% -11.9%	\$ \$ \$ \$	2,880 1,533 2,054 2,228 8,695	-18.8% -16.6% -12.4% 26.4% -8.4%	\$ \$ \$ \$	20,715 16,397 11,370 21,465 69,947	-11.4% -8.8% -17.8% -10.0% -11.5%	528.8 478.3 376.9 557.4 1,941.4	-9.2% -14.6% -21.6% -18.6% -15.9%	246.8 244.7 187.8 270.9 950.2	-12.9% -21.1% -21.5%	\$ \$ \$	83.94 67.01 60.54 79.24 73.61	-1.6% 4.8% 4.2% 14.7% 6.0%	9.8% 8.8% 9.4% 9.3% 9.4%	4.1% 2.3% 0.1% -1.0% 1.3%	22.3% 19.1% 17.5% 20.2% 19.9%	-7.6% -6.9% -3.2% 21.3% -1.1%	
Out State Markets																					
Lady Luck St. Jo Mark Twain Isle - Boonville Isle - Cape Girardeau	\$ \$ \$ \$ \$ \$	2,471 2,870 2,771 5,990 4,284	-13.9% -11.3% -12.4% -13.9% 100.0%	\$ \$ \$ \$ \$ \$	328 164 204 476 576	-1.5% -40.8% 4.1% 0.7% 100.0%	\$ \$ \$ \$	2,798 3,034 2,975 6,465 4,861	-12.6% -13.6% -11.4% -13.0% 100.0%	75.2 97.2 86.9 167.5 166.0	-14.2% -9.3% -15.9% -18.5% 100.0%	33.7 49.1 43.2 87.0 82.4		\$ \$ \$	83.04 61.80 68.85 74.31 58.99	1.1% -5.3% 3.4% 5.8% 100.0%	11.1% 8.8% 9.3% 8.2% 9.1%	-0.6% -3.9% 3.3% -6.3% 100.0%	27.7% 18.3% 24.2% 19.8% 21.8%	3.9% -31.2% 28.1% 4.2% 100.0%	
Total Statewide	\$124,600		-6.4%	-6.4% \$16,732		-5.8%		\$141,333	-6.3%	\$3,923	-9.7%	\$1,961	-9.2%	\$	72.09	3.1%	9.3%	0.6%	20.9%	-2.2%	

Note: Values are subject to change.

<sup>\*</sup> Isle - Cape Girardeau opened 10/30/12.

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