

**MISSOURI GAMING COMMISSION**  
**MARKET ANALYSIS**  
**Month Ended February 29, 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>
<b><u>Kansas City Market</u></b>																
Argosy	\$ 13,371	-8.2%	\$ 1,338	-2.8%	\$ 14,709	-7.7%	373.7	-10.8%	178.9	-8.2%	\$ 82.22	0.4%	9.5%	1.3%	18.0%	-4.3%
Harrah's NKC	\$ 12,925	1.0%	\$ 2,419	13.2%	\$ 15,344	2.8%	375.8	-4.3%	197.3	0.0%	\$ 77.77	2.8%	9.6%	-0.2%	22.4%	4.5%
Isle of Capri - KC	\$ 7,432	10.8%	\$ 581	1.2%	\$ 8,013	10.0%	269.8	10.6%	137.5	17.3%	\$ 58.28	-6.2%	10.2%	6.3%	21.9%	4.7%
Ameristar KC	\$ 16,992	-2.4%	\$ 1,949	-5.8%	\$ 18,940	-2.8%	558.7	-2.0%	266.7	0.7%	\$ 71.02	-3.4%	9.2%	-3.6%	19.6%	1.0%
<b>Total</b>	<b>\$ 50,720</b>	<b>-1.5%</b>	<b>\$ 6,286</b>	<b>2.1%</b>	<b>\$ 57,006</b>	<b>-1.1%</b>	<b>1,578.0</b>	<b>-3.0%</b>	<b>780.4</b>	<b>0.8%</b>	<b>\$ 73.05</b>	<b>-1.9%</b>	<b>9.5%</b>	<b>0.0%</b>	<b>20.4%</b>	<b>1.7%</b>
<b><u>St. Louis Market</u></b>																
Harrah's MH	\$ 19,649	4.9%	\$ 3,263	19.4%	\$ 22,912	6.7%	566.8	4.3%	273.5	8.7%	\$ 83.77	-1.8%	9.3%	2.2%	24.7%	11.9%
River City	\$ 15,940	20.6%	\$ 1,569	2.6%	\$ 17,510	18.7%	545.0	5.0%	264.0	3.2%	\$ 66.33	15.0%	9.1%	2.3%	17.3%	-11.8%
Lumiere Place	\$ 12,898	-3.0%	\$ 2,518	7.7%	\$ 15,416	-1.4%	490.2	-13.1%	230.2	-17.2%	\$ 66.97	19.2%	9.4%	0.7%	21.1%	-2.5%
Ameristar SC	\$ 21,322	3.5%	\$ 2,126	-15.1%	\$ 23,447	1.5%	637.4	2.1%	300.1	0.9%	\$ 78.13	0.6%	9.4%	4.3%	19.6%	-14.8%
<b>Total</b>	<b>\$ 69,809</b>	<b>6.0%</b>	<b>\$ 9,476</b>	<b>4.1%</b>	<b>\$ 79,285</b>	<b>5.8%</b>	<b>2,239.4</b>	<b>-0.5%</b>	<b>1,067.8</b>	<b>-1.4%</b>	<b>\$ 74.25</b>	<b>7.3%</b>	<b>9.3%</b>	<b>2.4%</b>	<b>21.0%</b>	<b>-3.3%</b>
<b><u>Out State Markets</u></b>																
Lady Luck	\$ 3,196	13.4%	\$ 336	-0.6%	\$ 3,532	11.9%	90.4	7.4%	37.7	7.9%	\$ 93.70	3.8%	11.1%	0.5%	25.3%	3.3%
St. Jo	\$ 3,544	12.0%	\$ 284	9.9%	\$ 3,828	11.9%	116.4	4.9%	56.4	7.4%	\$ 67.87	4.1%	9.0%	2.5%	24.7%	-2.4%
Mark Twain	\$ 3,369	14.7%	\$ 160	-21.3%	\$ 3,530	12.4%	103.6	11.2%	48.6	11.9%	\$ 72.63	0.4%	9.2%	3.2%	16.5%	-29.2%
Isle - Boonville	\$ 6,915	13.2%	\$ 588	10.9%	\$ 7,503	13.1%	193.0	7.1%	97.6	8.0%	\$ 76.88	4.7%	8.6%	3.7%	22.0%	1.8%
<b>Total Statewide</b>	<b>\$ 137,554</b>	<b>3.9%</b>	<b>\$ 17,131</b>	<b>3.3%</b>	<b>\$ 154,685</b>	<b>3.9%</b>	<b>4,320.8</b>	<b>-0.6%</b>	<b>2,088.5</b>	<b>0.5%</b>	<b>\$ 74.07</b>	<b>3.4%</b>	<b>9.4%</b>	<b>1.5%</b>	<b>20.9%</b>	<b>-1.4%</b>

\* 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.