

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended July 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	\$ 15,503	2.0%	\$ 1,222	-9.6%	\$ 16,725	1.0%	473.5	0.9%	223.0	-1.8%	\$ 75.00	2.9%	9.2%	-2.1%	14.6%	-16.6%
Harrah's NKC	\$ 14,705	-1.5%	\$ 2,658	10.2%	\$ 17,363	0.1%	441.9	-6.1%	230.3	-7.2%	\$ 75.39	8.0%	9.4%	2.5%	22.8%	2.2%
Isle of Capri - KC	\$ 6,935	3.4%	\$ 353	-10.9%	\$ 7,289	2.6%	271.1	0.1%	140.0	1.7%	\$ 52.06	0.9%	9.8%	3.1%	14.4%	2.9%
Ameristar KC	\$ 18,806	-4.7%	\$ 2,495	-10.9%	\$ 21,301	-5.5%	656.3	-13.0%	313.3	-8.3%	\$ 67.99	3.1%	9.1%	-1.4%	21.2%	3.2%
Total	\$ 55,949	-1.1%	\$ 6,728	-3.3%	\$ 62,677	-1.3%	1,842.8	-6.2%	906.6	-5.0%	\$ 69.13	3.9%	9.3%	0.0%	19.7%	-1.2%
<u>St. Louis Market</u>																
Harrah's MH	\$ 21,734	-1.6%	\$ 2,745	-12.8%	\$ 24,479	-3.0%	617.7	-9.7%	300.8	-8.6%	\$ 81.38	6.1%	9.3%	2.7%	19.7%	-17.3%
River City	\$ 15,506	16.9%	\$ 1,826	8.8%	\$ 17,333	16.0%	574.4	3.2%	283.0	-1.1%	\$ 61.25	17.3%	8.6%	-1.1%	19.8%	5.1%
Lumiere Place	\$ 12,287	-1.8%	\$ 2,900	18.3%	\$ 15,186	1.5%	570.8	-5.2%	294.0	-2.9%	\$ 51.65	4.5%	8.9%	-3.3%	22.8%	8.9%
Ameristar SC	\$ 21,938	-3.1%	\$ 2,523	-1.4%	\$ 24,461	-2.9%	666.6	-11.1%	327.9	-14.2%	\$ 74.60	13.1%	9.2%	2.1%	21.7%	8.1%
Total	\$ 71,466	1.3%	\$ 9,993	1.6%	\$ 81,459	1.4%	2,429.5	-6.3%	1,205.7	-7.3%	\$ 67.56	9.3%	9.0%	0.5%	21.0%	-0.4%
<u>Out State Markets</u>																
Lady Luck	\$ 2,706	-5.1%	\$ 335	-1.3%	\$ 3,041	-4.7%	87.0	-10.2%	39.6	-8.4%	\$ 76.79	4.0%	10.8%	9.6%	28.5%	9.0%
St. Jo	\$ -	-100.0%	\$ -	-100.0%	\$ -	-100.0%	-	-100.0%	-	-100.0%	\$ -	-100.0%	0.0%	-100.0%	0.0%	-100.0%
Mark Twain	\$ 3,234	3.3%	\$ 138	-31.9%	\$ 3,372	1.1%	103.9	-6.0%	50.6	-4.8%	\$ 66.63	6.2%	9.3%	8.6%	15.0%	-30.3%
Isle - Boonville	\$ 7,115	0.8%	\$ 412	-22.4%	\$ 7,527	-0.8%	205.1	0.2%	103.9	-5.5%	\$ 72.44	4.9%	8.5%	-2.0%	15.9%	-26.9%
Total Statewide	\$ 140,469	-2.0%	\$ 17,607	-3.0%	\$ 158,076	-2.2%	4,668.3	-8.2%	2,306.4	-8.4%	\$ 68.54	6.9%	9.1%	0.6%	20.4%	-2.1%

* 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 7/31/11 due to flooding.

Note: Values are subject to change.