

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended March 31, 2013
(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	\$13,177	3.9%	\$1,371	3.0%	\$14,548	3.8%	350.2	-1.9%	171.9	2.5%	\$84.63	1.3%	9.3%	0.8%	21.9%	16.0%
Harrah's NKC	\$13,726	-7.2%	\$3,170	48.5%	\$16,895	-0.2%	360.6	-10.0%	189.4	-8.8%	\$89.20	9.5%	9.5%	-2.6%	26.5%	45.8%
Isle of Capri - KC	\$6,998	-5.7%	\$462	-10.3%	\$7,460	-6.0%	252.4	-10.0%	126.1	-13.2%	\$59.16	8.3%	9.9%	-1.7%	18.0%	-3.6%
Ameristar KC	\$17,382	-3.9%	\$2,457	9.0%	\$19,839	-2.5%	576.0	-3.2%	270.4	-4.3%	\$73.37	1.9%	9.2%	-1.4%	20.3%	0.3%
Total	\$51,283	-3.2%	\$7,460	19.6%	\$58,742	-0.8%	1,539.2	-5.8%	757.8	-5.7%	\$77.52	5.1%	9.4%	-1.3%	22.7%	18.9%
<u>St. Louis Market</u>																
Harrah's MH/Hollywood	\$ 19,258	-8.8%	\$ 3,425	-16.3%	\$ 22,683	-10.0%	557.5	-3.6%	256.0	-8.0%	\$ 88.61	-2.2%	9.8%	2.8%	22.4%	-21.9%
River City	\$ 16,996	-0.8%	\$ 2,130	-1.6%	\$ 19,127	-0.9%	533.3	-11.1%	262.5	-10.6%	\$ 72.86	10.8%	9.2%	2.3%	23.1%	20.9%
Lumiere Place	\$ 12,152	-3.0%	\$ 2,810	-0.7%	\$ 14,962	-2.6%	443.9	-12.8%	214.2	-13.1%	\$ 69.85	12.1%	10.1%	9.5%	19.9%	2.8%
Ameristar SC	\$ 22,044	-1.2%	\$ 2,407	-2.8%	\$ 24,451	-1.4%	670.5	1.4%	329.6	4.2%	\$ 74.18	-5.3%	9.2%	-1.6%	20.0%	-5.1%
Total	\$ 70,450	-3.6%	\$ 10,772	-6.8%	\$ 81,222	-4.1%	2,205.2	-6.1%	1,062.3	-6.4%	\$ 76.46	2.5%	9.5%	2.3%	21.3%	-4.4%
<u>Out State Markets</u>																
Lady Luck	\$ 2,648	-12.0%	\$ 319	-17.9%	\$ 2,967	-12.6%	77.7	-11.3%	32.9	-12.4%	\$ 90.18	-0.3%	10.8%	-1.2%	24.8%	-9.5%
St. Jo	\$ 3,513	2.8%	\$ 264	-0.8%	\$ 3,776	2.6%	114.4	0.6%	55.2	-1.6%	\$ 68.41	4.2%	8.9%	-1.4%	22.5%	-0.3%
Mark Twain	\$ 3,436	1.4%	\$ 241	4.8%	\$ 3,678	1.7%	101.9	-2.5%	48.3	-2.9%	\$ 76.14	4.7%	9.1%	-0.3%	22.0%	-2.2%
Isle - Boonville	\$ 6,998	-4.3%	\$ 607	12.3%	\$ 7,605	-3.2%	188.9	-8.3%	93.9	-9.4%	\$ 80.99	6.9%	8.9%	3.5%	20.6%	12.3%
Isle - Cape Girardeau	\$ 6,713	100.0%	\$ 898	100.0%	\$ 7,611	100.0%	288.9	100.0%	123.0	100.0%	\$ 61.88	100.0%	9.4%	100.0%	21.8%	100.0%
Total Statewide	\$145,040	1.3%	\$20,561	7.0%	\$165,601	1.9%	\$4,516	0.5%	\$2,173	-0.5%	\$76.19	2.5%	9.4%	0.8%	21.8%	3.6%

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

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

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

Note: Values are subject to change.