

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended July 31, 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>
<u>Kansas City Market</u>																
Argosy	\$11,541	-25.6%	\$1,143	-6.5%	\$12,684	-24.2%	339.0	-28.4%	164.4	-26.3%	\$77.15	2.9%	9.4%	1.6%	19.7%	34.7%
Harrah's NKC	\$12,789	-13.0%	\$3,114	17.2%	\$15,903	-8.4%	380.6	-13.9%	206.4	-10.3%	\$77.05	2.1%	9.3%	-0.8%	29.0%	27.2%
Isle of Capri - KC	\$6,324	-8.8%	\$333	-5.9%	\$6,657	-8.7%	249.7	-7.9%	127.1	-9.2%	\$52.37	0.6%	9.8%	-0.2%	15.1%	4.3%
Ameristar KC	\$16,723	-11.1%	\$2,399	-3.8%	\$19,123	-10.2%	562.3	-14.3%	273.5	-12.7%	\$69.92	2.8%	9.0%	-0.6%	21.6%	1.9%
Total	\$47,377	-15.3%	\$6,989	3.9%	\$54,366	-13.3%	1,531.6	-16.9%	771.4	-14.9%	\$70.48	1.9%	9.3%	0.0%	23.4%	19.1%
<u>St. Louis Market</u>																
Harrah's MH	\$ 19,826	-8.8%	\$ 3,548	29.3%	\$ 23,374	-4.5%	581.2	-5.9%	274.0	-8.9%	\$ 85.31	4.8%	9.5%	2.0%	24.2%	22.4%
River City	\$ 16,139	4.1%	\$ 1,839	0.7%	\$ 17,978	3.7%	560.0	-2.5%	281.0	-0.7%	\$ 63.98	4.5%	8.6%	0.8%	20.5%	3.4%
Lumiere Place	\$ 11,492	-6.5%	\$ 2,340	-19.3%	\$ 13,832	-8.9%	480.4	-15.8%	238.1	-19.0%	\$ 58.09	12.5%	9.4%	6.1%	18.0%	-20.8%
Ameristar SC	\$ 22,091	0.7%	\$ 1,763	-30.1%	\$ 23,853	-2.5%	684.6	2.7%	345.3	5.3%	\$ 69.08	-7.4%	9.4%	2.6%	16.6%	-23.3%
Total	\$ 69,547	-2.7%	\$ 9,490	-5.0%	\$ 79,037	-3.0%	2,306.2	-5.1%	1,138.4	-5.6%	\$ 69.43	2.8%	9.2%	2.5%	20.1%	-4.5%
<u>Out State Markets</u>																
Lady Luck	\$ 2,868	6.0%	\$ 333	-0.8%	\$ 3,201	5.3%	87.6	0.7%	39.0	-1.6%	\$ 82.07	7.0%	11.7%	8.2%	26.6%	-6.4%
St. Jo	\$ 3,237	100.0%	\$ 277	100.0%	\$ 3,514	100.0%	107.2	100.0%	53.9	100.0%	\$ 65.19	100.0%	9.2%	100.0%	26.6%	100.0%
Mark Twain	\$ 3,163	-2.2%	\$ 196	42.0%	\$ 3,359	-0.4%	103.4	-0.5%	50.4	-0.4%	\$ 66.65	0.0%	9.0%	-3.6%	18.9%	26.4%
Isle - Boonville	\$ 6,959	-2.2%	\$ 472	14.6%	\$ 7,432	-1.3%	205.6	0.2%	105.8	1.8%	\$ 70.24	-3.0%	8.7%	2.7%	19.0%	19.2%
Total Statewide	\$ 133,152	-5.2%	\$ 17,756	0.8%	\$ 150,908	-4.5%	4,341.6	-7.0%	2,158.9	-6.4%	\$ 69.90	2.0%	9.3%	1.4%	21.4%	5.1%

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

Note: Values are subject to change.