

**MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended September 30, 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	\$11,516	-19.6%	\$1,181	-17.9%	\$12,697	-19.4%	332.1	-22.6%	161.8	-20.4%	\$78.47	1.1%	9.2%	-1.3%	22.1%	12.0%
Harrah's NKC	\$12,351	-10.2%	\$2,233	-10.6%	\$14,584	-10.3%	357.4	-9.6%	191.1	-7.8%	\$76.32	-2.6%	9.6%	-1.1%	22.7%	-5.2%
Isle of Capri - KC	\$6,027	-8.3%	\$395	5.3%	\$6,423	-7.6%	246.2	-4.9%	119.4	-10.6%	\$53.79	3.4%	9.9%	2.3%	18.5%	23.9%
Ameristar KC	\$15,234	-11.1%	\$1,884	6.9%	\$17,118	-9.5%	510.6	-12.1%	249.6	-9.2%	\$68.58	-0.3%	9.1%	-2.4%	18.4%	21.6%
Total	\$45,128	-12.9%	\$5,693	-6.3%	\$50,822	-12.2%	1,446.3	-13.1%	721.9	-11.9%	\$70.40	-0.4%	9.4%	-1.1%	20.7%	8.4%
<u>St. Louis Market</u>																
Harrah's MH	\$ 17,775	-8.1%	\$ 3,425	30.2%	\$ 21,200	-3.5%	517.9	-8.9%	240.8	-14.8%	\$ 88.04	13.3%	9.1%	-1.4%	25.1%	23.1%
River City	\$ 15,060	3.6%	\$ 2,215	50.8%	\$ 17,275	8.0%	518.9	-1.7%	250.2	-3.3%	\$ 69.04	11.7%	9.0%	5.2%	21.8%	23.2%
Lumiere Place	\$ 10,947	-6.4%	\$ 2,271	-18.5%	\$ 13,218	-8.8%	436.4	-18.1%	218.6	-20.6%	\$ 60.46	14.9%	9.5%	5.8%	18.5%	-16.8%
Ameristar SC	\$ 20,533	1.3%	\$ 2,355	10.0%	\$ 22,888	2.1%	634.1	2.1%	321.8	6.0%	\$ 71.13	-3.6%	9.3%	-0.3%	22.1%	12.0%
Total	\$ 64,315	-2.3%	\$ 10,265	13.8%	\$ 74,580	-0.4%	2,107.3	-6.3%	1,031.4	-7.9%	\$ 72.31	8.2%	9.2%	1.7%	22.0%	8.5%
<u>Out State Markets</u>																
Lady Luck	\$ 2,596	2.2%	\$ 280	15.2%	\$ 2,876	3.4%	77.5	-4.2%	33.8	-8.2%	\$ 85.09	12.6%	10.8%	-1.7%	25.4%	24.3%
St. Jo	\$ 3,025	792.3%	\$ 235	1192.8%	\$ 3,260	812.7%	99.8	812.4%	49.6	807.8%	\$ 65.73	0.5%	9.0%	-2.3%	22.9%	-4.2%
Mark Twain	\$ 2,906	-0.2%	\$ 189	-17.6%	\$ 3,094	-1.5%	93.5	-0.8%	45.3	-1.5%	\$ 68.31	0.0%	8.7%	-5.1%	23.3%	-11.3%
Isle - Boonville	\$ 6,525	2.3%	\$ 468	-4.3%	\$ 6,993	1.8%	186.0	4.0%	93.8	1.4%	\$ 74.55	0.5%	8.7%	0.2%	19.6%	-13.7%
Total Statewide	\$ 124,495	-4.1%	\$ 17,130	6.5%	\$ 141,625	-2.9%	4,010.4	-6.3%	1,975.8	-6.8%	\$ 71.68	4.2%	9.2%	0.1%	21.5%	8.0%

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

Note: Values are subject to change.