

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended October 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	\$11,062	-23.3%	\$1,136	-16.6%	\$12,198	-22.7%	328.1	-22.8%	155.7	-22.5%	\$78.34	-0.3%	9.3%	-3.1%	21.3%	13.2%
Harrah's NKC	\$12,098	-9.8%	\$2,522	18.4%	\$14,620	-6.0%	342.7	-15.4%	184.1	-14.4%	\$79.41	9.9%	9.2%	-3.2%	25.1%	30.6%
Isle of Capri - KC	\$6,039	-6.7%	\$389	-18.9%	\$6,427	-7.6%	229.6	-14.6%	118.2	-11.5%	\$54.38	4.5%	9.8%	1.0%	18.9%	-0.3%
Ameristar KC	\$15,609	-10.2%	\$1,746	-24.6%	\$17,355	-11.9%	539.0	-5.7%	266.8	-1.2%	\$65.05	-10.8%	9.1%	-3.7%	17.2%	-14.2%
Total	\$44,808	-13.3%	\$5,792	-7.9%	\$50,600	-12.7%	1,439.4	-13.8%	724.8	-11.6%	\$69.81	-1.3%	9.3%	-2.8%	21.0%	8.2%
<u>St. Louis Market</u>																
Harrah's MH	\$ 16,713	-10.8%	\$ 2,849	-1.8%	\$ 19,563	-9.6%	474.0	-12.9%	221.8	-17.7%	\$ 88.20	9.9%	9.4%	2.8%	22.0%	-2.3%
River City	\$ 14,033	-3.4%	\$ 1,299	744.9%	\$ 15,332	4.5%	446.7	-13.7%	221.3	-13.5%	\$ 69.28	20.8%	9.1%	4.2%	17.0%	802.6%
Lumiere Place	\$ 10,199	-7.2%	\$ 3,091	3.5%	\$ 13,289	-4.9%	413.9	-19.5%	205.0	-23.0%	\$ 64.83	23.5%	9.4%	8.5%	25.1%	14.7%
Ameristar SC	\$ 19,748	-0.9%	\$ 2,069	-7.2%	\$ 21,817	-1.6%	599.8	1.5%	302.7	4.0%	\$ 72.07	-5.4%	9.3%	-1.1%	21.0%	-5.3%
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	\$ 2,367	-4.8%	\$ 272	-12.6%	\$ 2,639	-5.7%	70.1	-7.4%	30.0	-8.8%	\$ 87.97	3.5%	10.6%	-3.3%	24.3%	-16.6%
St. Jo	\$ 3,024	-10.0%	\$ 273	8.7%	\$ 3,297	-8.7%	98.7	-14.0%	49.2	-13.5%	\$ 67.01	5.6%	9.0%	2.3%	26.2%	11.4%
Mark Twain	\$ 2,863	-1.2%	\$ 150	-17.1%	\$ 3,012	-2.1%	88.5	-3.7%	42.6	-4.0%	\$ 70.71	2.0%	8.9%	-3.1%	16.9%	-20.9%
Isle - Boonville	\$ 6,060	-4.2%	\$ 544	69.8%	\$ 6,604	-0.6%	169.8	-3.3%	86.7	-3.3%	\$ 76.17	2.7%	8.8%	5.2%	23.8%	57.7%
Isle - Cape Girardeau	\$ 537	100.0%	\$ 57	100.0%	\$ 594	100.0%	20.8	100.0%	10.7	100.0%	\$ 55.50	100.0%	14.5%	100.0%	18.7%	100.0%
Total Statewide	\$ 120,351	-8.1%	\$ 16,396	4.9%	\$ 136,747	-6.7%	3,821.7	-11.0%	1,894.8	-10.9%	\$ 72.17	4.7%	9.3%	0.6%	21.6%	13.6%

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

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

Note: Values are subject to change.