

**MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended November 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	\$11,212	-20.6%	\$847	-42.7%	\$12,059	-22.7%	321.8	-22.7%	155.0	-20.7%	\$77.80	-2.5%	9.3%	-2.7%	16.6%	-14.0%
Harrah's NKC	\$12,985	0.0%	\$2,219	-12.5%	\$15,204	-2.0%	359.2	-8.4%	192.3	-7.0%	\$79.06	5.3%	9.7%	2.7%	22.2%	-3.5%
Isle of Capri - KC	\$5,973	-4.5%	\$376	2.3%	\$6,348	-4.1%	229.7	-4.6%	122.7	-0.9%	\$51.74	-3.3%	9.7%	0.4%	18.7%	15.5%
Ameristar KC	\$15,874	-3.3%	\$2,340	-1.8%	\$18,213	-3.1%	546.0	-4.2%	267.9	0.3%	\$67.99	-3.4%	9.2%	-1.2%	20.3%	-3.5%
Total	\$46,043	-7.5%	\$5,781	-14.5%	\$51,824	-8.4%	1,456.7	-10.0%	737.9	-7.0%	\$70.23	-1.5%	9.4%	-0.4%	20.2%	-3.6%
<u>St. Louis Market</u>																
Harrah's MH/Hollywood	\$ 14,812	-16.7%	\$ 2,772	-13.5%	\$ 17,584	-16.2%	473.9	-11.4%	216.6	-15.6%	\$ 81.18	-0.7%	9.5%	4.5%	21.5%	-10.2%
River City	\$ 14,755	2.9%	\$ 1,717	-6.9%	\$ 16,472	1.8%	463.7	-8.5%	230.2	-9.9%	\$ 71.55	13.0%	9.2%	4.2%	20.4%	-0.9%
Lumiere Place	\$ 10,388	-0.5%	\$ 2,604	-6.0%	\$ 12,992	-1.7%	399.4	-15.2%	194.5	-18.9%	\$ 66.80	21.2%	9.7%	7.3%	21.9%	-11.3%
Ameristar SC	\$ 20,080	3.3%	\$ 2,586	23.5%	\$ 22,666	5.3%	613.9	1.2%	307.0	4.3%	\$ 73.83	1.0%	9.2%	1.7%	24.3%	21.0%
Total	\$ 60,034	-3.2%	\$ 9,679	-2.4%	\$ 69,713	-3.1%	1,950.9	-7.9%	948.3	-9.4%	\$ 73.51	7.0%	9.3%	3.9%	22.1%	-2.0%
<u>Out State Markets</u>																
Lady Luck	\$ 2,262	-3.0%	\$ 282	13.1%	\$ 2,545	-1.4%	67.7	-0.5%	28.4	-2.5%	\$ 89.60	1.0%	10.8%	-3.3%	27.5%	19.3%
St. Jo	\$ 2,971	-2.9%	\$ 277	-5.1%	\$ 3,248	-3.1%	99.8	-5.6%	49.2	-4.5%	\$ 66.01	1.5%	8.8%	-0.2%	24.5%	-9.8%
Mark Twain	\$ 2,947	6.4%	\$ 222	39.6%	\$ 3,170	8.2%	91.1	2.4%	43.3	2.5%	\$ 73.21	5.7%	9.0%	-0.4%	23.0%	34.5%
Isle - Boonville	\$ 5,938	1.7%	\$ 516	-7.9%	\$ 6,454	0.8%	166.8	3.8%	84.3	2.3%	\$ 76.56	-1.5%	8.7%	3.5%	20.7%	-14.4%
Isle - Cape Girardeau	\$ 4,617	100.0%	\$ 762	100.0%	\$ 5,379	100.0%	207.2	100.0%	109.9	100.0%	\$ 48.94	100.0%	9.3%	100.0%	21.4%	100.0%
Total Statewide	\$ 124,813	-0.8%	\$ 17,520	-2.3%	\$ 142,332	-1.0%	4,040.2	-2.9%	2,001.3	-2.1%	\$ 71.12	1.2%	9.3%	1.8%	21.4%	-2.3%

* 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.