

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended January 31, 2014
(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	\$10,226	-8.2%	\$1,080	-5.2%	\$11,306	-7.9%	265.1	-18.7%	134.1	-13.5%	\$84.31	6.4%	9.5%	-0.5%	20.4%	1.5%
Harrah's NKC	\$10,378	-5.0%	\$2,505	16.8%	\$12,883	-1.4%	289.9	-7.6%	152.4	-7.0%	\$84.53	6.1%	9.3%	0.8%	22.4%	-3.0%
Isle of Capri - KC	\$5,060	-11.3%	\$485	13.9%	\$5,545	-9.6%	193.4	-11.1%	97.3	-13.9%	\$56.99	5.1%	9.3%	-5.7%	27.7%	28.9%
Ameristar KC	\$13,382	-9.9%	\$1,836	-0.4%	\$15,218	-8.9%	448.4	-11.6%	215.1	-11.1%	\$70.75	2.5%	6.3%	-29.6%	21.0%	10.5%
Total	\$39,046	-8.4%	\$5,906	6.4%	\$44,952	-6.7%	1,196.8	-12.3%	598.9	-11.1%	\$75.06	5.0%	8.0%	-13.5%	21.9%	5.0%
<u>St. Louis Market</u>																
Harrah's MH/Hollywood	\$ 14,800	-12.7%	\$ 2,462	0.5%	\$ 17,262	-11.0%	427.3	-27.6%	203.3	-27.6%	\$ 84.91	22.8%	9.5%	3.1%	20.5%	19.0%
River City	\$ 13,982	-1.1%	\$ 1,662	-7.0%	\$ 15,643	-1.8%	461.1	-4.2%	233.4	-3.8%	\$ 67.02	2.1%	8.9%	1.2%	20.8%	-2.7%
Lumiere Place	\$ 8,054	-16.2%	\$ 2,275	-4.6%	\$ 10,328	-13.9%	329.6	-10.7%	157.6	-11.9%	\$ 65.53	-2.2%	9.0%	-9.8%	21.7%	0.9%
Ameristar SC	\$ 17,395	-7.7%	\$ 1,789	-8.4%	\$ 19,184	-7.8%	500.3	-16.3%	237.1	-20.8%	\$ 80.91	16.4%	9.3%	2.4%	18.3%	-2.0%
Total	\$ 54,230	-8.9%	\$ 8,187	-4.5%	\$ 62,417	-8.4%	1,718.3	-15.7%	831.4	-17.0%	\$ 75.08	10.4%	9.2%	0.2%	20.3%	4.6%
<u>Out State Markets</u>																
Lady Luck	\$ 2,115	2.7%	\$ 305	5.4%	\$ 2,420	3.0%	62.7	-1.0%	25.8	-3.2%	\$ 93.78	6.4%	10.8%	3.0%	30.1%	-0.2%
St. Jo	\$ 2,799	-4.0%	\$ 195	-22.3%	\$ 2,995	-5.5%	90.9	-4.5%	44.2	-3.3%	\$ 67.75	-2.2%	9.6%	6.3%	22.1%	-20.3%
Mark Twain	\$ 2,494	-9.9%	\$ 242	3.4%	\$ 2,736	-8.8%	73.8	-14.4%	35.2	-14.2%	\$ 77.71	6.2%	9.3%	5.3%	30.1%	23.1%
Isle - Boonville	\$ 5,544	-2.5%	\$ 468	-14.1%	\$ 6,012	-3.5%	140.7	-12.3%	71.2	-11.4%	\$ 84.44	8.9%	9.1%	3.8%	19.6%	-13.4%
Isle - Cape Girardeau	\$ 3,965	-3.2%	\$ 602	-20.0%	\$ 4,567	-5.8%	135.6	-27.6%	64.0	-22.7%	\$ 71.35	21.8%	9.4%	2.7%	24.4%	9.5%
Total Statewide	\$110,193	-7.9%	\$15,905	-1.8%	\$126,098	-7.2%	\$3,419	-14.4%	\$1,671	-14.4%	\$75.48	8.4%	8.8%	-4.5%	21.3%	4.2%

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

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

Note: Values are subject to change.