

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended March 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	\$11,882	-9.8%	\$1,228	-10.4%	\$13,110	-9.9%	300.1	-14.3%	150.8	-12.3%	\$86.94	2.8%	9.8%	4.8%	19.9%	-8.8%
Harrah's NKC	\$12,584	-8.3%	\$2,952	-6.9%	\$15,536	-8.0%	357.3	-0.9%	185.4	-2.1%	\$83.80	-6.1%	9.7%	3.0%	22.9%	-13.8%
Isle of Capri - KC	\$6,993	-0.1%	\$538	16.5%	\$7,531	0.9%	247.1	-2.1%	120.9	-4.1%	\$62.29	5.3%	10.2%	3.4%	21.4%	18.7%
Ameristar KC	\$15,784	-9.2%	\$1,810	-26.3%	\$17,594	-11.3%	503.2	-12.6%	242.6	-10.3%	\$72.52	-1.2%	9.6%	4.5%	19.6%	-3.4%
Total	\$47,243	-7.9%	\$6,528	-12.5%	\$53,771	-8.5%	1,407.7	-8.5%	699.7	-7.7%	\$76.85	-0.9%	9.8%	4.1%	21.2%	-6.6%
<u>St. Louis Market</u>																
Harrah's MH/Hollywood	\$ 17,396	-9.7%	\$ 2,944	-14.0%	\$ 20,339	-10.3%	475.1	-14.8%	225.7	-11.8%	\$ 90.12	1.7%	9.7%	-1.5%	20.8%	-7.1%
River City	\$ 17,275	1.6%	\$ 2,171	1.9%	\$ 19,446	1.7%	552.2	3.5%	281.2	7.1%	\$ 69.15	-5.1%	8.8%	-3.6%	21.5%	-7.0%
Lumiere Place	\$ 9,955	-18.1%	\$ 3,147	12.0%	\$ 13,102	-12.4%	434.8	-2.1%	205.5	-4.1%	\$ 63.76	-8.7%	9.1%	-10.0%	19.5%	-2.0%
Ameristar SC	\$ 21,110	-4.2%	\$ 2,372	-1.4%	\$ 23,482	-4.0%	588.8	-12.2%	275.5	-16.4%	\$ 85.24	14.9%	9.4%	2.2%	19.5%	-2.7%
Total	\$ 65,736	-6.7%	\$ 10,634	-1.3%	\$ 76,370	-6.0%	2,050.9	-7.0%	987.9	-7.0%	\$ 77.30	1.1%	9.3%	-2.5%	20.2%	-4.9%
<u>Out State Markets</u>																
Lady Luck	\$ 2,567	-3.1%	\$ 336	5.1%	\$ 2,902	-2.2%	71.2	-8.4%	28.7	-12.6%	\$ 101.12	11.9%	10.8%	0.4%	28.4%	14.5%
St. Jo	\$ 3,375	-3.9%	\$ 280	6.1%	\$ 3,655	-3.2%	109.0	-4.6%	53.9	-2.5%	\$ 67.80	-0.8%	9.4%	5.9%	22.2%	-1.1%
Mark Twain	\$ 3,212	-6.5%	\$ 240	-0.5%	\$ 3,452	-6.1%	92.3	-9.4%	44.1	-8.7%	\$ 78.28	2.8%	9.3%	2.4%	23.6%	7.2%
Isle - Boonville	\$ 6,219	-11.1%	\$ 442	-27.2%	\$ 6,661	-12.4%	169.7	-10.1%	86.9	-7.4%	\$ 76.65	-5.4%	8.8%	-0.4%	15.9%	-22.8%
Isle - Cape Girardeau	\$ 4,557	-32.1%	\$ 707	-21.3%	\$ 5,264	-30.8%	159.0	-45.0%	78.9	-35.9%	\$ 66.71	7.8%	9.2%	-1.9%	23.2%	6.3%
Total Statewide	\$132,908	-8.4%	\$19,166	-6.8%	\$152,074	-8.2%	\$4,060	-10.1%	\$1,980	-8.9%	\$76.80	0.8%	9.4%	0.3%	20.7%	-5.3%

* 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.