

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended June 30, 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	\$10,082	-12.2%	\$1,015	18.7%	\$11,096	-10.1%	260.4	-16.6%	136.0	-14.7%	\$81.59	5.4%	9.8%	4.3%	22.0%	38.1%
Harrah's NKC	\$10,617	-8.1%	\$2,974	13.6%	\$13,591	-4.0%	308.7	-1.8%	160.6	-5.5%	\$84.63	1.5%	9.3%	1.9%	22.8%	-3.1%
Isle of Capri - KC	\$5,868	-6.7%	\$303	-19.2%	\$6,170	-7.4%	241.0	2.2%	109.3	-12.1%	\$56.45	5.4%	9.7%	-4.8%	14.3%	-12.3%
Ameristar KC	\$14,047	-4.4%	\$1,838	-5.1%	\$15,885	-4.5%	446.3	-6.9%	223.1	-4.9%	\$71.20	0.4%	9.2%	1.7%	23.1%	7.0%
Total	\$40,613	-7.7%	\$6,130	6.0%	\$46,743	-6.1%	1,256.4	-6.4%	629.0	-8.6%	\$74.31	2.7%	9.4%	1.4%	22.1%	6.1%
<u>St. Louis Market</u>																
Harrah's MH/Hollywood	\$ 15,386	-1.4%	\$ 2,356	13.9%	\$ 17,741	0.3%	400.4	-13.9%	203.5	-4.6%	\$ 87.18	5.2%	9.4%	0.5%	20.6%	15.5%
River City	\$ 14,436	-2.8%	\$ 1,557	-10.0%	\$ 15,993	-3.5%	456.7	-2.8%	234.6	-1.7%	\$ 68.17	-1.8%	8.9%	-1.4%	18.2%	-15.7%
Lumiere Place	\$ 10,074	-1.3%	\$ 2,393	6.1%	\$ 12,467	0.0%	400.5	1.2%	204.6	4.8%	\$ 60.93	-4.6%	9.3%	-2.1%	20.4%	6.9%
Ameristar SC	\$ 18,339	-7.9%	\$ 2,868	38.7%	\$ 21,208	-3.5%	523.4	-6.6%	252.5	-6.5%	\$ 83.99	3.2%	9.3%	-1.9%	24.6%	29.2%
Total	\$ 58,236	-3.9%	\$ 9,173	13.0%	\$ 67,409	-1.9%	1,781.0	-5.8%	895.2	-2.4%	\$ 75.30	0.6%	9.2%	-1.2%	21.1%	10.1%
<u>Out State Markets</u>																
Lady Luck	\$ 2,174	-6.0%	\$ 226	0.7%	\$ 2,400	-5.4%	62.0	-8.3%	26.8	-10.8%	\$ 89.54	6.0%	10.5%	-4.1%	24.2%	1.1%
St. Jo	\$ 2,860	-3.8%	\$ 214	-10.9%	\$ 3,074	-4.3%	95.9	-3.1%	49.7	0.5%	\$ 61.84	-4.8%	9.3%	4.5%	24.1%	-10.2%
Mark Twain	\$ 2,748	-2.1%	\$ 219	30.3%	\$ 2,967	-0.2%	81.3	-2.7%	40.5	-0.8%	\$ 73.25	0.6%	9.5%	-0.5%	25.9%	32.9%
Isle - Boonville	\$ 5,918	-3.1%	\$ 529	13.6%	\$ 6,447	-1.9%	152.3	-10.0%	79.8	-10.5%	\$ 80.79	9.6%	9.0%	5.8%	21.1%	3.8%
Isle - Cape Girardeau	\$ 3,991	0.7%	\$ 483	-12.1%	\$ 4,474	-0.9%	139.7	-9.6%	73.1	0.7%	\$ 61.20	-1.6%	9.6%	-0.2%	19.0%	-12.9%
Total Statewide	\$116,540	-5.1%	\$16,974	9.1%	\$133,513	-3.5%	\$3,569	-6.3%	\$1,794	-5.0%	\$74.42	1.6%	9.3%	0.2%	21.5%	7.4%

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

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

*** Lumiere Place was purchased by Tropicana 4/1/14

Note: Values are subject to change.