

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended July 31, 2013
(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	\$11,573	0.3%	\$980	-14.3%	\$12,552	-1.0%	319.7	-5.7%	162.2	-1.3%	\$77.39	0.3%	9.4%	0.8%	17.9%	-9.1%
Harrah's NKC	\$12,103	-5.4%	\$2,763	-11.3%	\$14,865	-6.5%	327.6	-13.9%	176.9	-14.3%	\$84.03	9.1%	9.4%	0.6%	24.5%	-15.5%
Isle of Capri - KC	\$6,162	-2.6%	\$409	23.0%	\$6,571	-1.3%	238.5	-4.5%	126.5	-0.5%	\$51.95	-0.8%	9.9%	1.4%	19.4%	29.0%
Ameristar KC	\$15,124	-9.6%	\$2,140	-10.8%	\$17,264	-9.7%	502.8	-10.6%	249.4	-8.8%	\$69.22	-1.0%	9.1%	1.4%	22.9%	6.2%
Total	\$44,962	-5.1%	\$6,291	-10.0%	\$51,252	-5.7%	1,388.6	-9.3%	715.0	-7.3%	\$71.68	1.7%	9.4%	1.1%	22.3%	-4.6%
<u>St. Louis Market</u>																
Harrah's MH/Hollywood	\$ 17,835	-10.0%	\$ 2,880	-18.8%	\$ 20,715	-11.4%	528.8	-9.2%	246.8	-9.9%	\$ 83.94	-1.6%	9.8%	4.1%	22.3%	-7.6%
River City	\$ 14,864	-7.9%	\$ 1,533	-16.6%	\$ 16,397	-8.8%	478.3	-14.6%	244.7	-12.9%	\$ 67.01	4.8%	8.8%	2.3%	19.1%	-6.9%
Lumiere Place	\$ 9,316	-18.9%	\$ 2,054	-12.4%	\$ 11,370	-17.8%	376.9	-21.6%	187.8	-21.1%	\$ 60.54	4.2%	9.4%	0.1%	17.5%	-3.2%
Ameristar SC	\$ 19,237	-12.9%	\$ 2,228	26.4%	\$ 21,465	-10.0%	557.4	-18.6%	270.9	-21.5%	\$ 79.24	14.7%	9.3%	-1.0%	20.2%	21.3%
Total	\$ 61,253	-11.9%	\$ 8,695	-8.4%	\$ 69,947	-11.5%	1,941.4	-15.9%	950.2	-16.5%	\$ 73.61	6.0%	9.4%	1.3%	19.9%	-1.1%
<u>Out State Markets</u>																
Lady Luck	\$ 2,471	-13.9%	\$ 328	-1.5%	\$ 2,798	-12.6%	75.2	-14.2%	33.7	-13.5%	\$ 83.04	1.1%	11.1%	-0.6%	27.7%	3.9%
St. Jo	\$ 2,870	-11.3%	\$ 164	-40.8%	\$ 3,034	-13.6%	97.2	-9.3%	49.1	-8.8%	\$ 61.80	-5.3%	8.8%	-3.9%	18.3%	-31.2%
Mark Twain	\$ 2,771	-12.4%	\$ 204	4.1%	\$ 2,975	-11.4%	86.9	-15.9%	43.2	-14.4%	\$ 68.85	3.4%	9.3%	3.3%	24.2%	28.1%
Isle - Boonville	\$ 5,990	-13.9%	\$ 476	0.7%	\$ 6,465	-13.0%	167.5	-18.5%	87.0	-17.8%	\$ 74.31	5.8%	8.2%	-6.3%	19.8%	4.2%
Isle - Cape Girardeau	\$ 4,284	100.0%	\$ 576	100.0%	\$ 4,861	100.0%	166.0	100.0%	82.4	100.0%	\$ 58.99	100.0%	9.1%	100.0%	21.8%	100.0%
Total Statewide	\$124,600	-6.4%	\$16,732	-5.8%	\$141,333	-6.3%	\$3,923	-9.7%	\$1,961	-9.2%	\$72.09	3.1%	9.3%	0.6%	20.9%	-2.2%

* 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.