

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended September 30, 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	\$10,314	-10.4%	\$1,019	-13.7%	\$11,333	-10.7%	282.3	-15.0%	142.6	-11.9%	\$79.48	1.3%	9.5%	3.8%	20.5%	-7.2%
Harrah's NKC	\$11,560	-6.4%	\$2,490	11.6%	\$14,050	-3.7%	321.5	-10.1%	173.3	-9.3%	\$81.07	6.2%	9.3%	-3.2%	22.5%	-1.2%
Isle of Capri - KC	\$5,752	-4.6%	\$380	-4.0%	\$6,131	-4.5%	223.3	-9.3%	116.2	-2.7%	\$52.77	-1.9%	9.7%	-2.5%	20.0%	8.4%
Ameristar KC	\$14,435	-5.2%	\$1,434	-23.9%	\$15,869	-7.3%	472.0	-7.6%	233.0	-6.7%	\$68.11	-0.7%	9.1%	-0.4%	16.1%	-12.8%
Total	\$42,061	-6.8%	\$5,323	-6.5%	\$47,384	-6.8%	1,299.1	-10.2%	665.1	-7.9%	\$71.24	1.2%	9.3%	-0.4%	19.8%	-4.2%
<u>St. Louis Market</u>																
Harrah's MH/Hollywood	\$ 15,597	-12.3%	\$ 2,819	-17.7%	\$ 18,416	-13.1%	463.7	-10.5%	209.0	-13.2%	\$ 88.12	0.1%	9.7%	6.7%	23.3%	-7.2%
River City	\$ 15,465	2.7%	\$ 1,675	-24.4%	\$ 17,140	-0.8%	505.9	-2.5%	257.9	3.1%	\$ 66.46	-3.7%	9.1%	0.5%	19.8%	-9.2%
Lumiere Place	\$ 9,113	-16.8%	\$ 2,713	19.5%	\$ 11,826	-10.5%	372.7	-14.6%	187.7	-14.1%	\$ 63.01	4.2%	9.4%	-0.2%	22.9%	23.3%
Ameristar SC	\$ 18,327	-10.7%	\$ 1,890	-19.7%	\$ 20,217	-11.7%	517.4	-18.4%	253.5	-21.2%	\$ 79.75	12.1%	9.4%	1.6%	18.8%	-15.1%
Total	\$ 58,503	-9.0%	\$ 9,096	-11.4%	\$ 67,599	-9.4%	1,859.7	-11.8%	908.1	-12.0%	\$ 74.44	3.0%	9.4%	2.2%	21.4%	-2.6%
<u>Out State Markets</u>																
Lady Luck	\$ 2,199	-15.3%	\$ 330	17.8%	\$ 2,529	-12.1%	66.3	-14.5%	30.1	-11.0%	\$ 84.02	-1.2%	11.2%	3.5%	36.3%	42.7%
St. Jo	\$ 2,796	-7.6%	\$ 198	-15.7%	\$ 2,994	-8.2%	92.3	-7.5%	46.2	-7.0%	\$ 64.80	-1.3%	9.3%	3.6%	23.6%	3.0%
Mark Twain	\$ 2,656	-8.6%	\$ 231	22.3%	\$ 2,887	-6.7%	83.6	-10.6%	41.5	-8.3%	\$ 69.57	1.7%	9.0%	3.6%	26.5%	13.8%
Isle - Boonville	\$ 6,163	-5.6%	\$ 540	15.4%	\$ 6,703	-4.1%	166.3	-10.6%	86.6	-7.7%	\$ 77.40	3.8%	8.9%	2.8%	22.6%	15.8%
Isle - Cape Girardeau	\$ 4,107	100.0%	\$ 504	100.0%	\$ 4,610	100.0%	144.8	100.0%	70.6	100.0%	\$ 65.30	100.0%	9.3%	100.0%	22.4%	100.0%
Total Statewide	\$118,484	-4.8%	\$16,222	-5.3%	\$134,706	-4.9%	\$3,712	-7.4%	\$1,848	-6.5%	\$72.88	1.7%	9.4%	1.3%	21.2%	-1.7%

* 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.