

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended October 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	\$10,199	-7.8%	\$929	-18.2%	\$11,128	-8.8%	268.3	-18.2%	138.1	-11.3%	\$80.58	2.9%	9.4%	1.4%	18.7%	-12.1%
Harrah's NKC	\$12,317	1.8%	\$3,396	34.7%	\$15,713	7.5%	324.1	-5.4%	175.0	-4.9%	\$89.79	13.0%	9.7%	4.7%	28.8%	14.5%
Isle of Capri - KC	\$5,713	-5.4%	\$521	34.1%	\$6,234	-3.0%	220.3	-4.1%	112.2	-5.1%	\$55.56	2.2%	9.7%	-1.5%	24.5%	30.0%
Ameristar KC	\$14,187	-9.1%	\$1,987	13.8%	\$16,174	-6.8%	458.3	-15.0%	221.4	-17.0%	\$73.05	12.3%	9.0%	-1.8%	21.7%	26.4%
Total	\$42,416	-5.3%	\$6,833	18.0%	\$49,249	-2.7%	1,271.0	-11.7%	646.7	-10.8%	\$76.15	9.1%	9.4%	0.8%	24.4%	16.1%
<u>St. Louis Market</u>																
Harrah's MH/Hollywood	\$ 14,804	-11.4%	\$ 2,364	-17.0%	\$ 17,168	-12.2%	451.3	-4.8%	200.8	-9.5%	\$ 85.50	-3.0%	9.3%	-1.3%	19.9%	-9.7%
River City	\$ 15,049	7.2%	\$ 1,774	36.6%	\$ 16,823	9.7%	489.1	9.5%	254.0	14.8%	\$ 66.23	-4.4%	8.8%	-3.7%	20.1%	18.0%
Lumiere Place	\$ 8,872	-13.0%	\$ 3,337	8.0%	\$ 12,209	-8.1%	357.4	-13.6%	178.3	-13.0%	\$ 68.47	5.6%	9.0%	-4.1%	27.3%	8.8%
Ameristar SC	\$ 18,321	-7.2%	\$ 1,893	-8.5%	\$ 20,214	-7.3%	507.9	-15.3%	247.1	-18.4%	\$ 81.80	13.5%	9.3%	0.1%	19.3%	-8.1%
Total	\$ 57,046	-6.0%	\$ 9,367	0.6%	\$ 66,414	-5.1%	1,805.7	-6.7%	880.2	-7.4%	\$ 75.45	2.5%	9.1%	-2.1%	21.9%	0.6%
<u>Out State Markets</u>																
Lady Luck	\$ 2,045	-13.6%	\$ 283	4.0%	\$ 2,328	-11.8%	62.7	-10.5%	27.6	-8.1%	\$ 84.33	-4.0%	10.4%	-2.1%	33.2%	36.7%
St. Jo	\$ 2,890	-4.4%	\$ 207	-24.3%	\$ 3,097	-6.1%	93.6	-5.2%	47.8	-2.8%	\$ 64.79	-3.4%	9.4%	4.3%	22.9%	-12.7%
Mark Twain	\$ 2,692	-6.0%	\$ 209	39.3%	\$ 2,900	-3.7%	80.4	-9.2%	38.9	-8.7%	\$ 74.56	5.4%	9.5%	6.7%	24.7%	46.4%
Isle - Boonville	\$ 5,687	-6.1%	\$ 476	-12.5%	\$ 6,163	-6.7%	153.9	-9.4%	79.9	-7.8%	\$ 77.14	1.3%	8.6%	-1.7%	19.8%	-16.7%
Isle - Cape Girardeau	\$ 3,750	598.2%	\$ 501	551.7%	\$ 4,251	592.4%	131.9	535.0%	65.4	510.6%	\$ 65.00	13.4%	9.0%	-13.7%	22.7%	-10.2%
Total Statewide	\$116,526	-3.2%	\$17,876	8.9%	\$134,402	-1.7%	\$3,599	-5.8%	\$1,787	-5.7%	\$75.23	4.2%	9.2%	-0.8%	22.9%	6.1%

* 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.